

REPORT OF ^{for} _{Disposition} SOUTHERN EXTENSION MARKETING CONFERENCE



The Federal Extension Service
and
The Extension Services of the 11 Southern States and Puerto Rico
cooperating

Memphis, Tennessee
October 25-30, 1948

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Southern Extension Marketing Conference
Claridge Hotel, Memphis, Tennessee
October 25-30, 1948

Monday, October 25

Chairman, L. R. Paramore, Extension Marketing Economist
Extension Service, Washington, D. C.

9:30 A. M. General Session

Introductions

Purpose and Objectives of Conference - H.M. Dixon, Chief,
Division of Agricultural Economics, Extension Service,
Washington, D. C.

Extension's Responsibilities and Opportunities for Educa-
tional Work in Marketing - T. A. Cole, Marketing
Specialist, South Carolina Extension Service.

Discussion

11:00 A.M. Organization and Operation of Conference - Cannon C. Hearne,
In Charge, Personnel Training Section, Division of Field
Studies and Training, Extension Service, Washington, D.C.

Assignment of Conference Working Groups

12:00 Noon Lunch

1:30 P.M. General Session Continued

Theme: Making Full Use of Extension's Facilities in
Developing Effective Marketing Programs

The Marketing Economist's Responsibility for Leadership
and Subject Matter - Paul J. Findlen, Extension Marketing
Economist, Extension Service, Washington, D. C.

The Contribution of Workers in Production to Effective
Marketing Work - Floyd Z. Beanblossom, Poultry Marketing
Specialist, Texas Extension Service.

Discussion

Agricultural Outlook and Policy as a Part of Marketing
Work - Lippert S. Ellis, Director of Extension,
University of Arkansas

The Role of Consumer Education in Marketing - E.A. Johnson,
Extension Marketing Economist, Extension Service,
Washington, D.C.

Discussion

4:00 P.M. Review of Current Extension Marketing Work in the
Southern States - Five-Minute Papers by Representatives
of Each State

6:00 P.M. Adjourn

Tuesday, October 26

Chairman, L. R. Paramore, Extension Marketing Economist,
Extension Service, Washington, D.C.

8:30 A.M. Extension Marketing Projects Under RMA - Progress, Plans
and Outlook, H. M. Dixon, Chief, Division of Agricultural
Economics, Extension Service, Washington, D. C.

Discussion

10:00 A.M. Instruction to Working Groups - Cannon C. Hearne, In Charge,
Personnel Training Section, Division of Field Studies and
Training, Extension Service, Washington, D. C.

10:30 A.M. Conference Working Group Meetings

The Job of Extension Workers in Marketing (Each Working
Group Will Consider This Topic)

12:00 Noon Lunch

1:30 P.M. Conference Working Group Meetings Continued

4:30 P.M. General Session

Chairman, H. M. Dixon, Chief, Division of Agricultural Economics,
Extension Service, Washington, D. C.

Preliminary Report and Recommendations of Working Group
on "The Job of Extension Workers in Marketing."

Discussion

NOTE: The Working Group on "The Job of Extension Workers
in Marketing" will use the recommendations of the
other Working Groups in further consideration of
this topic throughout the remainder of the week.

6:00 P.M. Adjourn

Wednesday, October 27

Chairman, M. L. Wilson, Director of Extension Work, U. S.
Department of Agriculture, Washington, D. C.

8:30 A.M. General Session

Establishing and Maintaining Effective Working
Relationships with Marketing Agencies - C. B. Denman,
National Association of Food Chains, Washington, D.C.

Discussion

New Opportunities for Educational Work in Cooperative
Marketing - John W. Davis, Executive Secretary, National
Council of Farmer Cooperatives, Washington, D.C.

Discussion

10:30 A.M. Conference Working Group Meetings
12:00 Noon Lunch
1:30 P.M. Conference Working Group Meetings Continued
5:00 P.M. Adjourn

Thursday, October 28

8:30 A.M. Conference Working Group Meetings
12:00 Noon Lunch
1:30 P.M. Conference Working Group Meetings
5:00 P.M. Adjourn

Friday, October 29

8:30 A.M. Conference Working Group Meetings
12:00 Noon Lunch
1:30 P.M. Conference Working Group Meetings
4:30 P.M. Adjourn

Friday Evening

Chairman, L. I. Jones, Director, Mississippi Extension Service

7:30 P.M. General Session

Progress Under the Research and Marketing Act of
Interest to the Cooperative Extension Service -
Harry Trelogan, Assistant to the Administrator,
Research and Marketing Act, USDA

8:30 P.M. Summary of Remarks on Opportunities and Responsibilities
in the Extension Marketing Field - H. H. Williamson,
Assistant Director of Extension Work, U.S. Department
of Agriculture, Washington, D. C.

9:30 P.M. Adjourn

Saturday, October 30

Chairman, Cannon C. Hearne, In Charge, Personnel Training
Section, Division of Field Studies and Training,
Extension Service, Washington, D. C.

8:30 A.M. General Session

Reports of Conference Working Groups

12:00 Noon Adjourn

ATTENDANCE AT THE CONFERENCE

<u>Name</u>	<u>Address</u>	<u>Affiliation</u>
Bagby, John	Auburn, Ala.	Alabama Polytechnic Institute
Box, S. W.	State College, Miss.	Mississippi State College
Bryant, Charles J.	Athens, Ga.	University of Georgia
Carter, William C.	Athens, Ga.	University of Georgia
Carlton, Harry	Knoxville, Tenn.	University of Tennessee
Cary, Charles L.	State College, Miss.	Mississippi State College
Cole, T. A.	Columbia, S. C.	South Carolina Extension Service
Combs, Willis B.	Chicago, Ill.	Extension Service, USDA
Cool, B. M.	State College, Miss.	Mississippi State College
Cooley, Esther	Baton Rouge, La.	Louisiana State University
Covington, Henry M.	Raleigh, N.C.	North Carolina State College
Criswell, Jack F.	Memphis, Tenn.	National Cotton Council
Dalton, M.L.	Blacksburg, Va.	Virginia Polytechnic Institute
Davis, John H.	Washington, D.C.	National Council of Farmer Cooperatives
Denman, C. B.	Washington, D.C.	National Association of Food Chains
DeVore, Virginia	Rock Hill, S.C.	South Carolina Extension Service
Dixon, H. M.	Washington, D.C.	Extension Service, USDA
DuRant, A. L.	Florence, S.C.	South Carolina Extension Service
Ellis, Lipbert S.	Fayetteville, Ark.	University of Arkansas
Enix, James R.	Stillwater, Okla.	Oklahoma A. & M. College
Ezzell, Austin	Auburn, Ala.	Alabama Polytechnic Institute
Farmer, L. E.	Athens, Ga.	University of Georgia
Findlen, Paul F.	Washington, D.C.	Extension Service, USDA
Garner, C. G.	Athens, Ga.	University of Georgia
Gordon, Mary Agnes	State College, Miss.	Mississippi State College
Granstaff, Ed	Enid, Okla.	Oklahoma A. & M. College
Greig, Smith	Little Rock, Ark.	University of Arkansas
Grigsby, Reed M.	Baton Rouge, La.	Louisiana State University
Hearne, Cannon C.	Washington, D.C.	Extension Service, USDA
Hogan, Mena	Washington, D.C.	Extension Service, USDA
Holler, Dan F.	Raleigh, N.C.	North Carolina State College
Hornung, T.G.	Washington, D.C.	Extension Service, USDA
Hower, Virginia	New Orleans, La.	Louisiana State University
Jacob, A. W.	Stillwater, Okla.	Oklahoma A. & M. College
Jaynes, M. C.	State College, Texas	Texas A. & M. College
Jerdan, A. L.	Knoxville, Tenn.	University of Tennessee
Johnson, E. A.	Washington, D.C.	Extension Service, USDA
Jones, A. W.	Auburn, Ala.	Alabama Polytechnic Institute
Jones, Charles W.	Memphis, Tenn.	National Cotton Council
Jones, Harrold B.	Memphis, Tenn.	University of Tennessee
Jones, W. E.	Jackson, Miss.	Mississippi State College

<u>Name</u>	<u>Address</u>	<u>Affiliation</u>
Kelley, Miriam J.	Louisville, Ky.	University of Kentucky
Knapp, Joseph G.	Washington, D. C.	Farm Credit Administration, USDA
Leggett, Eva	State College, Miss.	Mississippi State College
Love, Harry M.	Blacksburg, Va.	Virginia Polytechnic Institute
McKewen, J.S.	State College, Miss.	Mississippi State College
McWhorter, Clyde	Memphis, Tenn.	National Cotton Council
Martin, E. C.	State College, Texas	Texas A. & M. College
Martindale, E. D.	State College, Miss.	Mississippi State College
Morell, Bartolome	Rio Piedras, P.R.	University of Puerto Rico
Murray, Myrtle	State College, Texas	Texas A. & M. College
Paramore, L. R.	Washington, D.C.	Extension Service, USDA
Pearce, Sallie	Rock Hill, S.C.	South Carolina Extension Service
Robinson, James L.	Washington, D. C.	Extension Service, USDA
Richard, Joe G.	Baton Rouge, La.	Louisiana State University
Saville, Roscoe	State College, Miss.	Mississippi State College
Simpson, Fred	Memphis, Tenn.	Production and Marketing Administration, USDA
Skinner, L.I.	Athens, Ga.	University of Georgia
Smith, F.M.	Jackson, Miss.	Mississippi State College
Steer, R.D.	Greenwood, S.C.	South Carolina Extension Service
Steffey, Jane	Washington, D.C.	Extension Service, USDA
Trelogan, Harry	Washington, D.C.	Office of the Administrator, RMA, USDA
Tuten, W. A.	Columbia, S.C.	South Carolina Extension Service
Vennes, L.A.	Lexington, Ky.	University of Kentucky
Walker, Mabel	Stillwater, Okla.	Oklahoma A. & M. College
Weeks, John P.	Auburn, Ala.	Alabama Polytechnic Institute
Welch, Claude	Memphis, Tenn.	National Cotton Council
Williamson, H.H.	Washington, D.C.	Extension Service, USDA
Wilson, M.L.	Washington, D. C.	Extension Service, USDA

CONFERENCE WORKING GROUPS

I. The Job of Extension Workers in Marketing

Chairman	A. W. Jones, Extension Economist, Alabama
Secretary	H. M. Love, Head, Department of Agricultural Economics, VPI
Members	L. I. Skinner, Assistant Director of Extension, Georgia
	H. M. Dixon, Chief, Division of Agricultural Economics, Extension Service, Washington, D.C.

II. Consumer Education

Chairman	Miss Sallie Pearce, Extension Marketing Specialist, South Carolina
Secretary	Mrs. Miriam J. Kelley, Field Agent, Marketing and Consumer Information, Kentucky
Members	Esther Cooley, Consumer Education, Louisiana
	Virginia Hower, " " "
	Virginia DeVore, " " South Carolina
	Myrtle Murray, Extension Specialist in Homemaking, Texas
	Mabel Walker, Asst. Extension Economist, Consumer Education, Oklahoma
	Austin Ezzell, Consumer Marketing Specialist, Alabama
	L. E. Farmer, Marketing Specialist, Georgia
	Eva Leggett, Consumer Education Specialist, Mississippi
	Mary Agnes Gordon, Home Marketing Specialist, Mississippi
Consultants	E. A. Johnson, Extension Service, USDA
	Mena Hogan, " " "

III. Fruits and Vegetables

Chairman	T. A. Cole, Extension Marketing Specialist, South Carolina
Secretary	H. M. Covington, Horticultural Extension Specialist, North Carolina
Members	John W. Bagby, Specialist in Marketing, Alabama
	Smith Greig, Asst. Extension Marketing Specialist, Arkansas
	Wm. C. Carter, Marketing Specialist, Georgia
	W. E. Jones, Extension Marketing Specialist, Mississippi
	F. M. Smith, Extension Marketing Specialist, Mississippi

Harry Carlton, Food Processing Specialist,
Tennessee
Clay R. Moore, Marketing Specialist, Arkansas
Reid M. Grigsby, Asst. Marketing Specialist,
Louisiana
James R. Enix, Assistant Extension Economist,
Marketing, Oklahoma
Paul J. Findlen, Extension Service, USDA

Consultant

IV. General Crops Marketing

Chairman

C. G. Garner, Extension Economist, Marketing,
Georgia

Secretary

D. F. Holler, Extension Cotton Marketing
Specialist, North Carolina

Members

R. R. Jones, Extension Seed Crop Marketing
Specialist, Alabama

Chas. J. Bryant, Extension Specialist in
Marketing, Georgia

Chas. L. Carey, Extension Marketing Specialist,
Mississippi

Harrold B. Jones, Extension Cotton Ginning
Specialist, Tennessee

B. B. Cool, Extension Forestry Marketing
Specialist, Mississippi

Ed. Granstaff, Wheat Specialist, Oklahoma

Claude L. Welch, Director, Div. Cotton Pro-
duction and Marketing, National Cotton
Council, Memphis

Clyde C. McWhorter, Cotton Branch, PMA, Memphis

W. B. Combs, Extension Grain Marketing
Specialist, Chicago

Roscoe Saville, Dept. of Agricultural
Economics, Mississippi

Fred Simpson, Grain Supervisor, Grain Branch,
PMA, Memphis

L. R. Paramore, Extension Service, USDA

Consultants

V. Livestock, Meats and Wool

Chairman

A. W. Jacob, Extension Economist, Marketing,
Oklahoma

Secretary

M. L. Dalton, Associate Animal Husbandman, VPI

Members

A. L. DuRant, Extension Livestock Specialist,
South Carolina

J. S. McKewen, Extension Marketing Specialist,
Mississippi

E. C. Martin, Assistant State Agent, Texas

Consultants

Harry Trelogan, Asst. to the Administrator,
RMA, USDA

L. I. Skinner, Asst Director of Extension,
Georgia

T. G. Hornung, Extension Service, USDA

VI. Poultry and Eggs

Chairman	Floyd Z. Beanblossom, Poultry Marketing Specialist, Texas
Secretary	W. A. Tuten, Poultry Marketing Specialist, South Carolina
Members	John P. Weeks, Specialist in Poultry Marketing, Alabama Curtis H. Collier, Poultry Marketing Specialist, Georgia E. D. Martindale, Extension Marketing Specialist, Mississippi
Consultants	H. H. Williamson, Assistant Director of Extension Service, USDA Harry Trelogan, Assistant to the Administrator, RMA, USDA

VII. Cooperative Marketing and Purchasing

Chairman	M. C. Jaynes, Organization & Cooperative Marketing Specialist, Texas
Secretary	R. D. Steer, Extension Cooperative Marketing Specialist, South Carolina
Members	A. L. Jerdan, Extension Marketing Specialist, Tennessee S. W. Box, Leader, Extension Marketing, Mississippi Bartolome M. Morell, Extension Marketing Economist, Puerto Rico L. A. Vennes, Field Agent in Marketing, Kentucky
Consultants	Jos. G. Knapp, Assoc. Chief, Cooperative Research and Service Division, FCA John W. Davis, Executive Secretary, National Council of Farmer Cooperatives, Wash., D.C. J. L. Robinson, Extension Economist, USDA

MARKETING CONFERENCE OBJECTIVES

Summary of Remarks by H. M. Dixon, Chief, Division of
Agricultural Economics, Extension Service, USDA

Introduction

Regular marketing educational work outstanding in South.
Increased educational responsibilities.
Four years since last marketing conference.

New RMA projects - means development of larger marketing
educational programs and projects,
and the coordination of RMA and
regular activities.

Objectives

To inventory present marketing educational activities and
plans for future.

To re-inventory the field of marketing educational work.

To outline the marketing educational job.

To set up outline guides for the development of marketing
educational work in the fields of consumer education, coopera-
tion, dairy, poultry, meat animals, crops (including cotton,
sugar, tobacco, peanuts, grains, etc.), and fruits and
vegetables.

Discussion guides for conference working groups.

1. What marketing work is Extension doing at present?
2. What are the marketing problems of producers, handlers,
and consumers of agricultural products?
3. What suggested solutions can Extension assist with?
4. What effective working plans and procedures may be used
to bring about adoption of desired improvements?

ORGANIZATION AND OPERATION OF THIS CONFERENCE

Cannon C. Hearne
Division of Field Studies and Training
Extension Service, U.S.D.A

I. This is a conference—not a workshop.

- a. A workshop is an intensive, short-time concentrated learning situation in which the individual participant can develop plans, procedures, and ideas which can be used in his own work situation.
- b. "A conference aims at disseminating ideas, explaining new developments, exchanging experiences, or inspiring renewed effort,"— Dr. R.W. Tyler
- c. Here we hope to help each other see and understand some of the things we haven't seen and understood before. We hope to do more than to write down and talk about that which we already knew. We can do that at home.

II. Resources available to help us gain new ideas and inspiration.

a. Lectures.

Subject matter, extension's responsibilities, teaching methods, the work of other agencies and people, such as the Research and Marketing Administration, distributors, consumers.

b. Committee work groups.

Consultants, on a commodity basis, chairman, secretary.

c. Reference material.

Experiences of other States; publications.

d. A joint session for a progress report. Here we can find out what other groups have been discussing and the procedure being followed by other committees.

e. Reports. The purpose of a report is to help us crystallize in writing the ideas and experiences of the week. The report is a tool for use at home. It is a device, not the objective, of the conference.

f. A joint session to give us an opportunity to understand the thinking and decisions of other groups. Each group will market its work of the week. These are not operational recommendations.

III. Length of conference.

- a. Determined by the objective. If our objective was to learn to speak Russian the conference should last till we reach that objective.
- b. This is a teaching situation—education for use now—Joint Committee Report on Extension Programs, Policies, and Goals.

We are the teachers—we are the learners.

IV. We need to understand the job of extension workers in marketing.

- a. All of us will work on this topic today in separate groups.
- b. A preliminary report by each group.
- c. A final report by a working committee which will use the preliminary reports as a guide.

EXTENSION'S RESPONSIBILITIES AND OPPORTUNITIES FOR EDUCATIONAL
WORK IN MARKETING

T. A. Cole, Chief, Extension Division of Marketing,
South Carolina Extension Service

I think that the passage of the Research and Marketing Act has opened for the extension people as great a field in marketing as the Smith-Lever Act did in the way of production. It has given us an opportunity to really do something in a big way in marketing. We have a tremendous responsibility as well as a great opportunity. Lots of people wonder how much money we will get under the act for extension. That depends on what we can show that we will do. If we can do a better job than some of the other organizations are doing, they will depend on us more to do the work, and I would like to see us do a real job in marketing work. If we deliver the goods, we will get the money. It is up to us.

I realize that marketing in extension is badly handicapped. We are in the same position in marketing in Extension Service as we of the air service were in the first world war. As a service we were young. All the top brass did not understand what could be done by the air service; they did not have the background in air service work that was needed to correlate our work with that of the artillery and infantry. I don't say that extension directors and people higher up are not sympathetic to marketing, but their background has been on production and it is hard to get them away from their first love. It is up to us to try to get those fellows more interested in marketing, get them out in the field to see what is being done and to see what could be done. It is up to us to be strong enough and to have salesmanship enough to sell them on marketing work. Marketing work in extension goes back a long way, but only in a small way. We have never had the opportunity in the past that we are going to have now, and we will have to do a lot of convincing with top people if they are to fully realize what is needed in modern-day marketing.

In marketing we need to start down at the beginning with people even when they are planning their crops and stay with them until the crops are sold. It is more exacting than production work. Errors in giving marketing advice when it means dollars out of people's pockets cannot be brushed aside by an excuse of a bad growing season.

A great deal can be done to bring about better research work that is needed in marketing. We have the responsibility of correlating our marketing and production work and getting everybody working together for a better agriculture. It has to mesh together to make a real pattern, if we are to go forward in agricultural work. It is the responsibility of extension people to get the right kind of research done. We need more applied research to make our work successful. If we get in there and help research workers to direct their work into what would be most helpful to our growers, we will be doing a real job. If we had the proper research first, it would help growers and shippers do a better job. As extension workers, we come in more direct contact with the farmers than the research people do, and I think we could be of real service in getting timely, applied research done to get information that is needed immediately.

We hear 10 times more about marketing today than we did 10 to 15 years ago. Some of that comes from stimulated production during the war years. But a great deal more of it comes from the fact that the small farmers are having more trouble marketing their produce than they did in earlier years. The reason for this difficulty comes from the changes all along the line, improvements in mechanization, distribution, standardization, and retail practices. With present day specialized production, standardization and distribution practices, the retailer has modernized his operations to fit these semi-processed products and he cannot use ungraded and poorly prepared and packaged products; neither can his customers. It has come to specialized production. Every progressive step has promoted specialized production. All of those things have just about closed the door to the small producer or producer of small quantities of various things. He must have volume to justify special equipment, and for that reason, we need to review some of our recommendations regarding diversification in the light of modern methods of retailing, transportation, refrigeration, preparation and production, all of which result in keen competition. I believe through the funds available under RMA, lots of those things can be straightened out and we can get our thinking along the right line.

Regarding our work on the committee, we have had the hearty cooperation of Mr. Dixon and his staff and others of the Extension Service in Washington, and all the other organizations whose advice and help we need. They have done everything possible to make our work more efficient and have been helpful in assisting us to arrive at what we think are better programs and recommendations. I would like to take up in regard to our committee work some of the things we have done or are trying to do as a committee. Our committee is responsible to the extension committee on organization and policy and acts in an advisory capacity. Matters considered by the committee as attributes of a good extension marketing project are as follows, and I will read from our report:

- "1. Extending results of research on specific marketing problems.
2. Promoting the adoption of new and improved marketing methods.
3. Disseminating new outlook and marketing information.
4. Engaging in consumer education to promote more effective utilization and greater consumption of agricultural products."

Being an educational and demonstrational organization, we just about cover the waterfront as far as agricultural products go. We take it that we are to work with all people that have to do with agricultural products.

One thing I wish was different. RMA considers that marketing starts with the harvesting of the crop. My conception is that marketing starts with the selection of the seed. In our regular extension work, we can cover the field back of the harvest through to the consumer and together we can work out good programs.

I will read from our committee's first report.

"At the request of the Administrator, the Committee developed a tentative outline of guides that might be used in approving projects. It is recognized that this will be reviewed and expanded at a future meeting.

1. Need for project.
 - a. Local application
 - b. Application to regional or over-all marketing program
2. Significance of project to marketing problem
 - a. Specific in nature
 - What to do
 - How to do it
3. Geared to reach a particular group or groups
 - a. Can be applied generally
4. Sets forth relation to other extension workers and agencies which may participate
5. Distinguishes between proposed project and work already being conducted with other funds."

I will not take up your time with all of the details of the Committee's report; as you probably already have our report. I will mention a few things that I think are due more consideration.

One of the big things we can do is to get results of the research work out to the people before they may be printed in pamphlet form two or three years later. If extension people can get the research information working immediately, the more benefit it will be to all people concerned.

Consumer education should go into our markets and big consuming centers. Lots of our produce is consumed in distant markets from where it is produced. We are vitally interested in education of consumers, as well as growers and handlers. Also, we are vitally interested in getting as much information as we can to our directors regarding our marketing needs and getting them to direct the work into the channels where it is most needed. Some means should be worked out to measure results. We have not gotten very far in that direction.

MARKETING ECONOMISTS' RESPONSIBILITY FOR LEADERSHIP AND SUBJECT MATTER

Paul J. Findlen, Extension Economist, Extension Service, USDA

As an introduction to this subject let us first ask ourselves a couple of questions:

First, are we using our facilities and marketing processes effectively? And second, does not Extension have a responsibility for teaching farmers and handlers to use these facilities and processes more effectively? A more effective use of marketing facilities is going to be very important if farmers are to get a continuing share of the consumers' dollar when prices go down.

Marketing work like other phases of the extension program requires the support of all the specialists. That seems to be the generally expressed viewpoint. The job of production and marketing is too big for any one man to do. It is not necessarily a program of the marketing specialist or production specialist or of the consumer, but a program of the Extension Service. Extension is going forward on a rather broad front, not just the marketing department.

I feel the responsibility of the marketing specialist might start out just as a responsibility of other specialists of the Service. Our job is to assist with the solution of problems that people want solved. We have always operated as an agency that works on problems which people want solved. We don't go out looking for jobs. In the field of marketing and economics some of the problems are complicated and require analysis or even research. We have the responsibility to analyze and call attention to problems that marketing agencies may not be fully aware of. We must be up to date.

Another responsibility is to show how agricultural policy, economic policy, and foreign policy may affect local marketing problems. Here cotton and tobacco are good examples of how marketing those commodities is influenced by national and international policy. It is our responsibility as marketing specialists to show how those policies affect local marketing conditions.

Another responsibility is that of developing cooperation and securing coordination with others that contribute to the solution of marketing problems. The marketing specialist operating alone can go only a short distance before he finds that the other specialists and local county staffs have much to contribute in various phases of marketing.

There are two broad phases of work. Outlook and policy, and specialized work along commodity or organizational lines. These two types of work are of special interest and concern to all marketing economists. Under the first phase, the business situation both short-term and long-term is of interest to all marketing people. Likewise in the second phase, a broad understanding of the factors affecting supply, demand, and price trends are highly important in doing marketing extension work. The marketing specialist should also have a thorough understanding of the commodity outlook and seasonal and cyclical behavior of the various commodities.

Now in the field of specialized work along commodity and organizational lines the marketing specialist should have a broad understanding of marketing principles and functions. He should know about cooperative organizations, where and when there is need for them; conduct surveys; determine need for new associations; and give assistance to producer groups on how to set up and organize new associations on a sound basis; conduct surveys to determine where consolidations of small inefficient associations may be desirable and assist in bringing such consolidation about; know what constitutes sound financial structures and business management and assist cooperatives in this.

In regard to market facilities he should assist in determining needed facilities for handling, grading, packing, shipping and storage, of the various products so that adequate and efficient, but not excessive and costly, facilities are available. He should understand the functions and methods of purchasing in relation to marketing. Marketing specialists can also render valuable assistance to service organizations and associations, aiding in farm production, family living, agricultural education, country life, rural health, etc.

Marketing specialists should provide stimulus to needed research in the field of marketing. Another field which must be taken seriously is to train new county workers and new leaders in marketing. Still another activity should be to encourage initiation of marketing projects that provide for new and additional work in the field of marketing. They should also serve as a clearing house for marketing information. These activities bring into focus the need for working closely with others on the staff. They also have a definite responsibility for developing better understanding between consumers on one side and producers on the other regarding marketing costs in getting produce on the market, as well as considerable responsibility for developing and encouraging development of working relationships with service agencies, such as State departments and bureaus of markets. Also State or Federal regulatory agencies.

Responsibility as marketing specialists, without question, should be one of developing good relationships with the trade, including cooperatives and those corporate or individual firms that do not operate as cooperative. If we don't have these relationships, we can't do our job as public servants.

CONTRIBUTION OF PRODUCTION SPECIALISTS TO EXTENSION MARKETING

F. Z. Beanblossom, Poultry Marketing Specialist
Texas Extension Service

These remarks are based on experience in the field of production and marketing as an extension specialist. The extension production specialist must, to be more efficient in his work, cooperate closely with the Experiment Station Staff and the college teaching personnel, and other extension workers, which will include county workers and other commodity specialists.

If there are marketing specialists in the same field of work as the production man, it is of utmost importance for these individuals to work closely together on the problems pertaining to that particular commodity. I think this is especially true because of the overlapping work to be done in the field of production and marketing. In many instances the production specialist can make the load of the marketing specialist much lighter and more effective. If there is not perfect cooperation on the part of the production specialist with the marketing specialist, there are many problems in the field that go unsolved and without any attempt to solve them, because the marketing specialist does not have the assistance or the information needed. In most cases the production specialist has been trained primarily in the field of production in that commodity and unless the marketing specialist has had training in the field of production and also experience in the field, there is even a greater need for a common understanding of the personnel working together on common problems. The human relationship that exists between two or more individuals can easily be an important factor in whether or not the greatest amount of help can be given relative to problems in any commodity field.

From the standpoint of time in the field of production and the personnel working in this field, so far as Extension Service is concerned it is much older than that of marketing and more emphasis has been given to the field of production. It is, therefore, hard in many cases for the production specialist to look with favor on personnel in the field of marketing on the commodity which they represent. Because there has been more emphasis placed on production, I think from an administrative standpoint it is important that they urge production specialists to cooperate wholeheartedly with the marketing personnel to the end, that the entire job will be done more efficiently and effectively.

As the production specialists have been in the field a number of years, they are more likely to be better acquainted with the problems in the areas of greatest need than the marketing man who has just gone into service. The production specialist will probably have a greater hold on the people because of his past work with them and if he has been successful, he has developed the confidence of the people with whom he works. All of these things are likewise needed by the marketing specialist; therefore,

the production specialist can be of great assistance and make a real contribution in helping to bring about this same condition in the personnel of the marketing work.

Another way in which the production man is of importance is that he supplements the marketing specialist's recommendations. Of course, this may be reversed if the marketing man has developed confidence that he should enjoy with the people with whom he works. These agreements on recommendations are not always easy to attain. It is, therefore, important that prearranged meetings be held by extension personnel so that they are in agreement before going to the field. Production specialists can also make contribution by checking to see if outlets and facilities are at hand and in line with their production recommendations.

There are certain business connections which production specialists have that the marketing specialist has not had the opportunity to make. Since we in extension are working with three groups of people, namely - production, consumer, and service, it is important that we join together as extension personnel to make our work more effective.

In all of this comment relative to specialists, we should not overlook the extension workers at the county level. Normally they are trained in the field of production, and, we might say, are production-minded; therefore, they make a real contribution to the marketing personnel's efforts. In fact, if they are not sympathetic with the marketing programs there is not much that we can expect in the way of advancement in the field of marketing so far as extension work is concerned, and for that reason I suggest that the county extension workers be considered on a par with the production specialist.

To sum up the remarks I have made, I think the contribution of the production personnel in the field of extension work, which includes State and county, is paramount to the marketing personnel's success.

AGRICULTURAL OUTLOOK AND POLICY AS A PART OF MARKETING WORK

Lippert S. Ellis, Director, Arkansas Extension Service

I think that the fact that this conference of extension marketing workers has been called and that three or four others have been held is significant. This is true not only because of the marketing program which is being developed as a result of the passage of the Research and Marketing Act, but also because it recognizes the importance of the whole field of marketing. I suppose when one compares our situation in this country with some of the situations in foreign countries, where marketing is not very efficient in our terms, we may think we are very efficient. Yet when we examine our situation closely, we find we have a long way to go. I suppose that in other States represented here farmers are well aware of the marketing problems and the part extension and research workers can play in the solution of those problems, but in Arkansas our farmers are not fully conscious of that. Some of our farmers last year did not react kindly to our attempts to grade fruits and vegetables. There is a lack of complete understanding on the part of producers of the marketing problems and their significance to them as individuals. There must be that kind of understanding if our marketing system is to be improved.

These meetings are recognition of the significance of the marketing problem which lies ahead. While we think of this as a job for the extension specialist, we need at the same time to recognize that research, likewise, has a real responsibility -- for uncovering some of the problems and bringing out the essential facts -- in driving home the importance of marketing problems whatever they may be. I support that in this group we could set down the key spots in this marketing setup that are most troublesome. You know the shortcomings of some of our marketing systems. But it is difficult sometimes to convince others of the trouble spots unless we have the evidence that our research workers can bring out for us.

One might ask, what is it that our farm people need to know about this whole marketing problem. My task here today, as I see it, is giving you the background of how I am thinking on this subject or problem.

1. Our producers need to recognize marketing as a process. It is a unified thing. The producer himself needs to recognize that he has a part in it, and that he is affected by what goes on in a dozen or more steps. He should have a real concern for what the consumer wants, and relate that to his own situation to see if out of his production he can get the quality, quantity, and render the type of service that the consumer wants. Creating this concern is primarily the job of the extension specialist, but it is also a responsibility of research workers. The research worker must make sure that he doesn't just stop at the point of describing marketing problems. If he is going to make a real contribution, he ought to make sure that he goes beyond that point, discovering what is needed to improve the marketing procedure at various stages. I would like to emphasize the special responsibility that the research workers have in this whole problem.

2. There is an increasing need for greater knowledge of general agricultural policy by farm people. We must make sure that farm people have access to more and better information about agricultural policy; not only that, but the basis for that policy. How many of us could defend the present price policy? How difficult would it be for us to make a case for any sort of price support policy? It seems to me that at that point we need to recognize some of the peculiarities of agriculture. We need to think of the business of farming as an industry in this country; then we will come to take just a little different point of view. One fact may be brought out--the distinction between the pattern followed by agricultural production and the pattern followed by industrial production. One of the basic differences indicates that general adjustments in agricultural production come very slowly, always going up as a total while industrial production fluctuates in response to even relatively small changes in prices. You can develop a case for a price stabilizing or price support program of some sort for agriculture. You could take up a dozen other major agricultural policies: international trade, taxes, freight rates, rural-urban relationships. All these things affect the farmer but are things about which he, as an individual, can do little or nothing. He must act through an organized group. Unless the individual has the facts he can have very little intelligent part in determining the policy through its political representatives or through his own organizations.

On all of these policies, about which he can do nothing individually, but which affects him, he needs more information. It is a responsibility of extension workers to see that he has that information. We need to do much more than we have before. The responsibility is not all for Extension. We have fallen down on the teaching and research end. We have a real responsibility for offering college courses in agricultural policy. Neither are very many institutions conducting research on public policy. In total, they add up to a good deal but compared with the magnitude of the problems and the effect on the individual, they are slight. In teaching and research, we have a real responsibility. The whole field of agricultural policy needs to have a much, much bigger place in our extension program than it ever has had.

3. Outlook has been pretty well taken for granted as having a place in the extension program, and more particularly in the marketing field. I think marketing folks have generally recognized that. I suppose there would be half a dozen ways of looking at the field of marketing and its relationship to outlook.

It seems to me that there are three different points of view, approaches or problems; one with which the extension program must concern itself is important, namely, looking at the entire marketing system to determine the weak spots and the problems; second, one may consider the outlook from the farmers' point of view or its bearing on short term production and marketing problems, and third, there is the long term outlook.

First, there is the matter of an approach to the whole marketing problem from an extension point of view. I look upon marketing as primarily an economic problem. Marketing has many physical aspects as discussed here and I agree with that, but the general problem has its roots in economics. The absolute necessity for cooperation, close cooperation, between the marketing and production specialists, needs to be emphasized over and over. I would insist that at most points the problems of marketing have their roots in economics; still there are these physical problems, handling, storage, refrigeration, come to mind immediately. And we should constantly keep before us the necessity of closest possible working relationship by these folks. It is so easy to forget and go ahead on our own. Cooperation takes effort and time, but in the end it makes for greater progress.

In the matter of integration of the marketing program into the whole extension program is a big problem. I am merely going to open it up. It seems to me that to an ever increasing extent we must attempt, at least, to bring all our extension programs to focus on the farm as a unit. I have said to our research staff on many occasions that I thought the day of the lone wolf in research is past. There are exceptions to that, as to problems and individuals, but the great progress in research is going to be made by teams of specialists working together on various aspects of a common problem. In a somewhat similar way, I believe that important contributions in the field of extension to the advancement of the individual farm family will depend upon the extent to which we bring all the agricultural programs to focus at one point at one time on the farm. It is much easier to stand here and say it than get out on the firing line and carry it into effect. Yet I know we have made some very real progress in this matter of a group of specialists working together at one time on a farm, or in a meeting. You must remember that the farmer himself, if he is successful, must integrate all information into a management scheme of things on his particular farm.

What I have just said is particularly true for those of you working in the field of marketing. You must constantly make an effort to see that the marketing program fits in with the physical problems.

As I conceive it, the big job of the specialist is that of selecting and preparing materials that will be useful to the county staff. That's the core of his job. First, select the material, and there is an almost limitless amount of good material. It is a real challenge to select the most useful and best material and put it in such shape as to be useful to the county staff. Then the second job, of teaching the county staff, must follow.

THE ROLE OF CONSUMER EDUCATION IN MARKETING

Edwin A. Johnson, Extension Economist,
Extension Service, U.S.D.A.

Consumers are a very important group in the marketing of all farm products. In fact, it is only as these commodities meet the needs of consumers that they have any real value. Consumers are particularly interested in efficient use of the things they buy, just as producers are interested in efficient production of farm products. Efficient use and careful buying are the two ways by which consumers can make their resources contribute most to better living.

It may help us in our analysis of the consumer's important place in marketing if we recall the story of Robinson Crusoe and note that he was, first of all, a consumer. Somewhat later, he became a producer when he proceeded to grow some of the things he needed for food. Later in the story, he engages in the movement of products from one place to another and thus took on some of the functions of transportation agencies and distributors. Now if you will substitute people for Robinson Crusoe, you will observe that they work much the same way. It seems fair to say that the consumer is at least as important as any other group engaged in marketing and one could easily argue that they are the most important because they come first in the story.

In the Research and Marketing Act of 1946, the Secretary of Agriculture is specifically directed and authorized to conduct and cooperate in consumer education programs. The Congress intended that programs of this kind should be undertaken so that consumers could learn more about efficient use, more about the quality of commodities, and more about the marketing system in which they make their purchase. The way that the work has gotten under way, our consumer education programs deal particularly with food, but the legislation is sufficiently broad so that work can be extended to include other commodities having direct relation to farm products.

As we understand the work, there seem to be four major fields in which educational programs are needed in order that consumers may buy food more wisely. They are:

1. Information concerning the availability of various products
2. Knowledge of common quality differences in food products
3. Skill in effective utilization and preparation of food products
4. Knowledge of the effect of the market organization and of services on price and quality of food products

It is evident that a program of this kind calls for cooperation between workers currently employed in both agricultural economics and home economics. In some States, this will be provided for by employing

both an agricultural economist and a home economist to carry on consumer education work in marketing, but in other places the size of the program may provide for only one worker. In the latter case it becomes especially important that this worker recognize the need for subject matter currently available in both these fields.

We have called this work consumer education because it is designed to be particularly helpful to consumers, but it would seem reasonable to expect that, as consumers become better informed with respect to commodities in the market and become more efficient in their use of these commodities, they will in fact become larger users of these commodities and, therefore, the program will have been helpful to handlers and producers as well as consumers.

PLANS, PROCEDURES, AND PROGRESS OF EXTENSION MARKETING

WORK UNDER THE RESEARCH AND MARKETING ACT

H. M. Dixon, Chief, Division of Agricultural Economics

Extension Service, U.S.D.A.

I. Provisions for Marketing Work Under Title II of the Act

A. Authorized objectives outlined by E. A. Meyer, RMA Administrator, as follows:

1. To find better methods of handling, processing, and marketing farm products.
2. To develop and encourage a more efficient and orderly system of marketing.
3. To develop standards of quality and encourage their use in commerce.
4. To conduct studies and information programs to promote the free movement of farm products.
5. To assist in developing new uses and wider outlets.
6. To cooperate in consumer education.
7. To collect and disseminate marketing information to bring about a better balance between production and utilization.

B. Scope of Title II includes Research, Service, and Educational work in marketing.

C. Following areas of work were determined by Administrator under which projects may be developed:

1. Basic data and information on supplies, movements, and prices of farm products.
2. Expand outlets for farm products by analysis of foreign and domestic demand and consumer preference, location of new markets and markets for new products, and consumer education.

3. Measurement and analysis of marketing services, costs and margins.
4. Improvement in the grading, handling, packaging, transportation, storage, and merchandising to preserve quality, decrease waste, and increase salability of farm products.
5. Evaluation and improvement of marketing facilities, methods, policies and organization and pricing practices to increase efficiency and effect economy in marketing processes.

II. General administration of the Act:

- A. Administrator appointed by and responsible to Secretary of Agriculture.
- B. Funds appropriated to the Secretary of Agriculture.
- C. Funds allotted to departmental agencies and bureaus on basis of approved projects.
- D. Funds allotted to State agencies must be matched.
(experiment station, extension service, departments of agriculture and bureaus of markets)
- E. State participation provided through established agencies and bureaus.
- F. Provides for democratic operation of procedures.
- G. Advisory committees:
 1. Law provides 11-man Advisory Committee.
 2. Law permits forming other necessary committees.
 - a. Nineteen commodity committees established.
 - b. Three functional committees set up.
 3. Other committees advising under Title II,
(Extension, State Department of Agriculture and Bureaus of Markets, and Experiment Station.)
- H. Extension Organization and Policy Committee established Marketing Advisory Committee.
 1. Membership -
 - L. A. Bevan, Director of Extension, New Hampshire, Chairman
 - H. R. Varney, Dean and Director of Extension, New Mexico
 - T. A. Cole, Extension Marketing Specialist, South Carolina
 - W. H. Dankers, Extension Marketing Economist, Minnesota
 - Frances Scudder, State Home Demonstration Leader, New York

2. Meetings and reports.

- a. Three meetings held to date.
- b. Two reports sent States.
- c. Prepared statement concerning extension marketing work in relation to the Research and Marketing Act.

III. Procedures for RMA extension marketing work.

A. Criteria for developing extension projects.

1. Law assigns educational and demonstrational work to the Extension Service.
2. Must be new and additional marketing work, other than that conducted on regular Extension funds.
3. Specific problem approach for immediate results.

B. Extension marketing work under 4 master projects.

1. Developing and conducting educational and demonstrational work in marketing.
2. New educational and demonstrational work by State extension services for improving marketing methods, facilities, and equipment.
3. Consumer education to expand consumption of abundant foods and to introduce new uses.
4. Cooperative extension work on the educational aspects of developing new market information and basic data by market areas.

C. Allocation of funds, budgets and reports.

1. Request for RMA funds made on basis of State needs.
2. Allocation of RMA funds for educational work determined by Administrator.
3. Funds transferred to Federal Extension Service for allotment to the States on basis of line projects.
4. Reports required on each project but will be integrated with report of regular marketing educational work.

D. Procedure for submitting State line projects
(Extension RMA handbook has been prepared and supplied to the States.)

E. Subject matter and technical assistance.

1. Personnel of the Federal office available to the States.
2. Guide for Extension Food Marketing program prepared for the new field work in consumer education.

F. Operation within the States provides wide latitude in developing marketing programs, projects, and plans for conducting work.

1. Work must be within intent and purposes of Title II of the Act and conform to prescribed policies and authorizations of the Administrator.
2. Projects can be set up on State basis, for an area or county or for a city in consumer education.
3. Projects can be cooperative with other agencies.
4. Duplication of work is prohibited by the Act.

G. Commendable plan for developing extension marketing work being followed in the States.

1. Analyzing marketing educational problems on a broad basis.
2. Setting up goals to build a program over a period of years.
3. Start with most immediate problems for first year's work under RMA.
4. Over next 5 years or so, build educational program needed for best meeting the State marketing problems.

IV. Summary of progress on projects started.

The following statement which I made before the National Advisory Committee for Research and Marketing on September 22, 1948, summarizes the progress in Extension Marketing Projects up to that date.

"New and additional marketing educational work by the Cooperative Extension Service has been initiated through three master projects approved by the Administrator of the Research and Marketing Act early in December 1947. There are now 35 States, Hawaii and Puerto Rico that provided matching funds for 83 work projects relating to the three lines of work authorized. Of this number, 29 are new projects approved for the fiscal year beginning July 1948, while 54 are work projects continuing from last year. The general type of educational work authorized in the master projects is as follows:

1. New Educational and Demonstrational Work by States for Improving Marketing Methods, Facilities and Equipment.

Sixty-one projects in 29 States and Hawaii are approved under this project. Twenty-three of these projects were approved for the first time this fiscal year.

2. Consumer Education to Expand Consumption of Abundant Foods and to Introduce New Uses.

Twelve projects have been approved in 11 States and Puerto Rico for work in this field. Two of these projects were approved for work to begin this fiscal year.

3. Cooperative Extension Work in the Educational Aspects of Developing New Market Information and Basic Data by Market Areas.

Eight States have 10 projects approved for conducting work in this field. Four of these projects were started during the current fiscal year.

"The subject matter covered in the educational work relating to improving marketing methods, facilities, and equipment, includes the following number of projects: cotton 5; dairy 7; forest products 1; frozen foods 1; fruits and vegetables 14; grain 5; livestock and wool 12; and poultry and eggs 16. There are 12 projects in consumer education and 10 in marketing information.

"The Federal Extension Service provides assistance to the State project leaders in developing State marketing programs, counsels and guides the State Extension Services in procedures and subject matter. This work is done under authorization provided in the project entitled "Developing and Conducting Educational and Demonstrational Work in Marketing." The marketing economists on the staff of the Federal Extension Service also provide leadership in the development of regional marketing projects involving two or more States. The first regional project to be started is one on Consumer Education in the Metropolitan Area of New York, the largest market for food in this country.

"The State Extension Services have been active in initiating the marketing educational work authorized in the approved projects. State progress reports show that by March 1948 there were 25 projects to which personnel had been assigned. This number was doubled in the next four months. Since July 1948 leaders have been employed for 16 more projects. While difficulties have been encountered by the State Extension Services in securing well trained personnel, reports show that arrangements are now complete for employing 11 additional project leaders. As of September 15, 1948, there were only 6 approved projects for which the lack of personnel was causing delay in starting the work.

"State project leaders have been organizing their educational programs, arranging farm and trade contacts and developing cooperation in the conduct of the work. Reports from the States indicate many meetings have been held with the people concerned, demonstrations have been arranged and programs started which coordinate production and marketing work. Where essential, personal contacts have been made directly with farmers and distributors.

"Progress reports recently received from the State Extension Services indicate that the project leaders are already preparing and using news releases, bulletins, leaflets, circulars, and other materials. Radio is also being used as a means of reaching large numbers of people. In addition, commodity marketing letters are

furnished to county agents, who use them as an important means for disseminating market information to farmers. Much of the information in consumer education work is reaching people who are being contacted for the first time in an adult educational program relating to marketing of agricultural products."

V. Obtaining and training marketing personnel.

A. Greatest problem is finding qualified personnel but States show good progress.

B. In-service training needed to meet personnel problem.

1. On the job training can be effective. This can include course work on the campus for graduate credit.

2. More liberal leave policy for graduate training in marketing will stimulate interest of new workers.

C. Experienced extension marketing economists will have to spend more time training new personnel.

D. Marketing training requires basic knowledge of economics, statistics, and accounting.

E. A. Meyer, RMA Administrator, in a memorandum to heads of agencies, September 16, 1948, made this statement:

"May I emphasize that the field of marketing involves much more than a knowledge of the marketing system and marketing activities. It requires basic preparation in economics, in statistics, and in accounting."

ESTABLISHING AND MAINTAINING EFFECTIVE WORKING
RELATIONSHIPS WITH MARKETING AGENCIES

C. B. Denman, Agricultural Counsel
National Association of Food Chains

It seems altogether fitting for me to discuss the subject assigned because of my long and satisfactory experience with Extension work and workers in the southern states. In the early days of the Cooperative Federal-State Extension project work, a young man came to Tennessee as an Extension Animal Husbandman. One of the first projects undertaken was an auction sale of Hereford cattle at Jackson, Tennessee. The St. Francois County Missouri Hereford Breeders Association was persuaded to consign enough cattle to hold this sale. The sale was quite a success, though many people who saw the parade preceding the sale, and were present at the auction, did not know the name of this breed of cattle. Today, if you read southern live stock publications you will see the Hereford breed is very prominent. Many of the present herds were founded upon blood lines sold at that sale. This will serve as exhibit One in "establishing working relationships between Extension Work and Marketing."

Now, it will interest you to know that the young Extension worker was Dr. C. D. Lowe, Chief of Animal Husbandry Extension Service, of the United States Department of Agriculture; and the fellow who was Secretary of the Hereford Breeders Association, and managed the sale, was your speaker. That sale was held on December 20, 1915 -- 33 years ago, come December.

Well, the record of the cooperative extension and industry in the live stock field would read like a romance if we had time to do it in detail, but just think of the cooperative auction sales of feeder cattle in West Virginia, where Ben Creech and Extension co-workers have provided such a good service for both producers and feeders. The cooperative auctions in Georgia, where Garner and others have devoted their energies to successful enterprises; or the locker plants in North Carolina; where Brady was a leader, but he has now transferred to my home state of Missouri.

The services of Newell and Richmond have been outstanding in many projects of Extension work in animal husbandry in Mississippi.

I cannot forget in the early days of cooperative live stock marketing, Jud Brooks personally serving the live stock farmers of Madison County, Tennessee, by managing their Live Stock Shipping Association. When I was President of the Producers Live Stock Commission Association at St. Louis, how regularly came the shipments from Jud Brooks. The Southern Extension workers served farmers first and did not waste time to inquire whether marketing was a part of their job. The record of the work of Muldrow in Arkansas; George Barnes in Texas; Jacob in Oklahoma; and these others mentioned is the record of live stock development in the south.

If I devoted all of the time I have on this program to appraise and commend the work of the Extension Service in 4-H Club work alone, I could

not do justice to the subject. The support that 4-H boys and girls have had in their animal project work by industry has not only become big business, but has developed a firm bond of industry-farm friendship which grows in numbers and influence as the years go by. Just think of the great business organizations that each year at the Club Congress entertain thousands of these youngsters; and the millions of dollars that are spent in purchasing their handiwork. I am proud indeed that the Food Chains stand at the top as a group among those who purchase meat animals fitted in live stock projects. This is practical marketing.

Since a part of my subject is maintaining effective working relations with marketing agencies, let me say here that I have been honored by being called into conferences with Director Wilson and others, to consider improvements in the handling of club animal shows and sales. I cannot think that the best interest of the Club youngster, nor the movement as a whole, is served well when someone tries to set new records of a price to be paid for one animal. In some instances many worthy farm boys and girls have suffered because of such practices. Therefore, I have counseled the people I serve to spread their purchases to as many animals as they can buy with suitable premiums, or awards, to more owners.

I think it would be better, perhaps, if we would think in terms of the ultimate use of meat animals and not only judge, but sell by groups of five or ten animals at a time, using the same designation of "prime", "choice" and "good", as is used in the Federal standards of grades for meat animals. This would in no way prevent judging for Grand Champion and Reserve Champion of the show, and for champions on down the line by breeds.

Let me add another word, and this is directed to you who lead in the Extension Service -- that you must not forget the importance of a high standard of integrity necessary to be instilled in these fine youngsters, that they do the work of actually feeding, caring for and grooming the animals they show and sell. Further, I am distressed when I hear of parents who are able, paying many times the actual value of the animal which their boy or girl is to use in Club project work. In my opinion, it is not to the best interest of the youngster, nor is it a credit to the Club movement. I would rather stress more honors and higher awards for the poor boy or girl who could take what they could afford to buy at practical market values and demonstrate what good husbandry could do by personally fulfilling all of the obligations embodied in the meaning of the 4 H's and the Pledge.

Going back to Mississippi, let us have a look at the great terminal markets. Much of the credit for the successful operation of these outstanding service facilities is due to S. W. Box. These and other great farmers' markets in the South serve producers better because here volume is concentrated so that grading can be provided, protecting both farmers and consumers in both quality and price. The Extension workers knew that this would help farmers get pay for quality.

In Florida, Timmons and others in Extension have helped in establishing a number of citrus processing plants. Tim has also rendered outstanding service in helping develop better marketing of vegetables and melons.

In Virginia, of course, I join you in praising the work of the late S. M. Cox. He and his associates did not give up until they had seen a modern poultry processing plant at Broadway, and had helped make Rockingham County one of the Turkey Capitols of this country. In fact, in Broadway and Timberville are located what may be the most complete cooperative marketing services for farmers of the area of any in this country. Most of it can be credited to the leadership of sincere Extension workers.

In South Carolina we have a demonstration of what Extension leaders can do to assist in establishing and maintaining effective working relationships with a marketing agency. I refer to the successful South Carolina Peach Marketing Association with its long record of growth and service to producers, and high standards maintained in the quality of fruit shipped and service rendered. Through all the development of this important project, George Prince and Tom Cole served with diligence and modesty becoming statesmen, in Extension work.

When in Extension Service, Beatty helped Alabama farmers raise practices in production and marketing of live stock, poultry, fruits, and vegetables to higher levels. Here is another example of other business interests recognizing ability and hiring it away from the Extension ranks.

Tennessee claims the Dean of Extension work as they refer with pride to the long record Al Jerden has made. It was made more effective, of course, with such faithful co-workers as the late L. A. Richardson.

In Arkansas, the Pilot plant for processing poultry at Fayetteville, in the heart of one of the very important broiler producing areas is another example. In this our Chairman, Aubrey Gates, was a leader. There were many other commodity projects in that state -- some of which were helped by Baber until he was taken over by some of the member companies of the Food Chains, where he continues to serve agriculture with diligence.

You will appreciate that I have mentioned only a few of the legion of Extension workers who have earned places of honor and deserve recognition. These I have personally had the privilege of working with or observing as they, with modest diligence, performed what they considered ordinary tasks, but which, in fact, were the very woof and warp of the tough fabric of a better agriculture and better farm living in a good land.

Now, in a number of these southern states we could mention many commodities where the production and marketing practices have been revolutionized through the efforts of Extension Service and Industry. Sweet potatoes in Alabama, Louisiana and other states would be a good example. The great laboratory of some of the companies for which I work has been used to determine the size of yams, particularly, most acceptable to consumers. The results of this practical research, in turn, have been transmitted through the Extension Service to producers, processors, and distributors. The development of processing for by-products of sweet potatoes is another Extension Work-Industry movement, practical in its application and profitable in its operation.

Sometimes I wonder if the average Extension worker realizes that the educational value of Extension work is just as valuable to industry as it is to agriculture. I think I can speak from experience because I have found

on my own farm where I wrote the letters in longhand to call together the first meeting to obtain a County Agent in 1913 -- to my position of leadership in cooperative live stock marketing -- to my service as a member of the Farm Board -- and my more recent 12 years experience as Counsel to the Food Chains. The good work of the Extension Service was always helpful and always practical.

Now, I realize that I have only covered one-half of the field of Extension work. And perhaps not the most important from the angle of the homes in the Southland, which, after all, support the whole economy of this vast section. Now, my good friend, Nichols, who was for a long time with the State Department in Tennessee, but now manages the State Chain Store Council, said in a recent Bulletin, that to be happy with a man you must "understand him a lot and love him a little", and to be happy with a woman you must "love her a lot and try not to understand her at all." Now, that may be true if Nich was thinking only in terms of love affairs, but if, when it comes to service for the present and future homemakers of the South, I would want to lead in three cheers for the Home Demonstration work, and am glad that industry and particularly the group with which I work have understood and recognized this service and have expressed their appreciation in some rather practical ways. I am sure that not only these business organizations, but many others day by day feel the influence of the training these women and girls have had as expressed in more attractive homes, better nutrition for families, and the high moral and spiritual plane upon which the Extension Service is founded. All of the people, both rural and urban have profited by the unselfish devotion of Extension workers and Club leaders, both paid and volunteer.

It is worthy of note that in most of these southern states you will find strong farm organizations. This is another illustration of the disposition of the people to cooperate with the Extension Service in all practical ways of helping farmers as well as where dollars and cents are involved. A good illustration would be the work of the Mississippi Farm Bureau Federation under the leadership of Ransom Aldrich, in establishing Health Clinics. This would not have been possible except for a strong farm organization, and naturally, farm organizations can render so much better service where full cooperation with Extension is the practice. I use this only as an example, fully realizing I could cite so many other examples that it would take more time than is available.

A drive through the country by one who has eyes to see and ears to hear can easily pick the farms and farm homes where those who tend the fields and herds, and those who care for the yards and homes cooperate with and use the help provided by the Extension Service.

This is the evidence of its success on the farm. From these farms come the higher production per acre, per cow, per sow, and per hen, of better quality commodities. Here is the substance upon which to establish and maintain effective working relationships with marketing agencies.

NEW OPPORTUNITIES FOR FARMER COOPERATIVES IN MARKETING

John H. Davis, Executive Secretary
National Council of Farmer Cooperatives

I want to talk with you briefly about farm policies and programs and the role of farmer cooperatives with respect to such policies and programs. Doubtless the most certain fact about the future of American agriculture is that it will be a period of dynamic change. Mechanization is not nearly completed. The possibilities of hybrid varieties and breeds are as yet only partly explored. We are on the verge of great progress in the field of plant food and animal nutrition. We are just beginning to learn the possibilities of frozen foods and dehydrated foods. If the present inefficiencies in marketing and distribution are not corrected by those now operating in those fields, it is my guess that new ways will be found to by-pass the inefficient parts of our present set-up.

Stated in one sentence, our problem is that of permitting and even stimulating progress and at the same time giving the farmer the security he needs. Certainly farmers need the security of support price programs. In a sense, they are a form of insurance against a hazard which an individual farmer acting alone cannot avoid. However, by joining with other farmers and cooperating with government in support programs, he can avoid disastrous ruin and liquidation. And it is important that this insurance against ruin be at a sufficient level to produce the desired results. However, we should constantly review these results to see that we are "on the beam." Let us measure not only what the programs do for the individual farmer, but also for the various regions and for the nation. Any sound program must clearly recognize the difference in the needs of the surplus producing areas and the deficit importing areas. Let us appraise whether our program provides incentive for efficient balanced production or whether it results in too much of some things and too little of others. If a policy of support prices is to become permanent farm policy, we need to give further study to the problems of the non-basic commodities. Recent experience would seem to raise some question as to the validity of the former premise that non-basic commodities will take care of themselves provided we support the price of the basic commodities. Let us take another look at the problem of storage. How big should our stock-piles be? If more storage is needed, is it not better for it to be owned and operated by farmers than to be owned and operated by government?

What I am really trying to say is that even our support programs dare not be static in a period as dynamic as the future promises to be. If they are, then we run the risk of blocking desirable progress. Let us not make the mistake of concentrating more on our insurance program than we do on operating our farm plant once we have it insured.

If the forces of change are permitted to work, the agriculture of twenty-five years from now will be vastly different from that of today. I believe that such changes are desirable. This is the way progress is made. It is the road to a better and better standard of living, not only for the farmer but for our whole country.

With these possibilities before us, the need is for flexible programs which permit change rather than rigid ones which create road-blocks to progress. We need to concentrate on implementing change without bankrupting the farmer in the process rather than on maintaining the status quo. The quicker the desired adjustments take place, the quicker we obtain reasonable stability on a sounder basis.

While we are concentrating on support prices based on the historical relationship, let us also concentrate with a least equal fervor on implementing the changes that must take place. Let us find ways to utilize all our farmers can produce for the purpose of raising our standard of living. This we can do through better diets, through industrial uses for farm products, and expanded foreign outlets. Let us find new productive employment for those who will not be needed in agriculture as farming becomes more and more efficient. In doing this, let us explore the possibilities of decentralized industry which will permit industrial workers to live in semi-rural communities rather than concentrating more and more in our overgrown cities.

Any period of change means hardship for those people who cannot adapt themselves quickly to the new conditions. I believe that government's great responsibility should be that of helping to implement adjustments by assisting people to make the needed shifts. This it should do through education, credit, vocational guidance, employment services, and temporary assistance to those who are momentarily unemployed through no fault of their own.

As previously indicated, I think we probably did the best we could in the way of farm programs during the thirties and I am not advocating for a moment that we scrap that machinery until we have something better. These programs are particularly important for the surplus producing areas of the midwest, the south and the west coast. However, I am strongly urging that we not be content with the programs of the past. We must move on to something better, based on the valuable experience of the past twenty years.

I am in no sense attempting here to offer a new farm program. However, I am arguing for a program which will implement rather than impede progress and at the same time give farmers the security they need. Such a program can best be wrought through research and education implemented by the planning of our farm organizations. I would like to see our farm organizations, land-grant colleges, and government all marshal their forces and concentrate on this problem in an organized and systematic way. I would like to see the farm organizations - particularly cooperatives - take the lead in this task.

Farmer cooperatives should play an important role in the agriculture of the future. They are by their very nature instruments of progress. Cooperatives were organized in almost every instance to force a change in the status quo by implementing better marketing or purchasing practices or better community services. Cooperatives are the best tools the farmer has to force improvements in the handling, processing, merchandising of his products and in the manufacturing and purchasing of his farm supplies, and in the procurement of electricity, telephone lines, insurance and other services.

A purchasing cooperative is the buying department and the marketing cooperative and the selling department for the farms it serves. Like the buying and selling departments of any integrated business, these departments operate on a non-profit basis. Again like other integrated forms of business the profit (if any) is realized from the sale of the finished products, in the farmer's case food or fiber which he sells. The farmer operates his cooperative on a non-profit basis in order that he can maximize his profit from farming. I repeat, cooperatives are by their nature instruments of progress. Cooperatives cannot live in a rigid economy where prices and margins are fixed or inflexible. Cooperatives will lose their effectiveness and potency if they ever become mere machinery for implementing government programs.

Those of us working for or with the farmer cooperatives have both a great opportunity and a great responsibility. We are better equipped than any other group in America to cope with farmers' marketing and procurement problems. Among us are the experts in all of the intricate phases of agriculture. We have the men who know not only the theory of marketing and purchasing but also have had years of practical experience in day-to-day operations. Nowhere else are there men of greater competence.

Cooperatives are the medium through which farmers together can find the answers to many of the problems of the future. A cooperative is not an organization to solve the farmers' problems for him. Rather, it is a living organism through which they can solve problems together for themselves.

So as farm and extension leaders, let us take seriously the opportunities and the responsibilities that are ours. Let us not be satisfied with the answers of the past. Let us wrestle realistically with the task of finding needed security for the farmer and at the same time retaining flexibility in our agricultural economy so that progress can be achieved. Let us address ourselves to the complicated task of utilizing our vast farm resources in the building of better farm homes and communities and of raising the standard of living of all people. Never was a task more difficult than that which we face today. But by the same token, never was the opportunity greater or more challenging. Let us demonstrate that we have the courage, the knowledge, the skill and the fortitude to get the job done.

PROGRESS UNDER THE RESEARCH AND MARKETING ACT OF INTEREST
TO THE COOPERATIVE EXTENSION SERVICE

Harry C. Trelogan, Assistant to the Administrator
Research and Marketing Act

Mr. E. A. Meyer, Administrator of the Research and Marketing Act, regrets his inability to attend this meeting. His absence is not to be construed as a lack of interest in the work that is being done here. As a matter of fact, he regards the Extension Work Conferences of sufficient importance to warrant the attendance of at least one member of his small staff at each conference. It is unfortunately impossible for any one of us to attend all of them. The Work Shop technique employed here has impressed me as well as the rest of the staff with the extent to which it facilitates understanding and cooperation between Extension workers from different States and between Federal and State Extension workers on the Research and Marketing Act program. We have found the Work Shops very provocative in stimulating interest and thinking on the marketing problems that confront us.

This discussion might be regarded as a progress report that is being submitted just a little more than a year after the Research and Marketing Act program was initiated. In this sense it is appropriate to call attention to the situation before us just a year or so ago. In a word it might be described as complex. Many decisions had to be made and they had to be made quickly regarding what was to be done, who should do it, and how it should be carried out.

Decisions regarding what was to be done arose from the fact that there are several parts to the Act which have different objectives, different rules of operation, and indeed separate appropriations. Furthermore, the Act provided broad latitude for administrative decisions regarding the ways in which the objectives of the Act might be attained. Questions regarding who should do it arose from the fact that the Act in its several parts made a wide number of agencies, organizations or groups, both public and private, eligible for participation. Questions pertaining to how the program should be carried out involved organization, policies, procedures, and other matters that needed to be discussed with all participants.

With this background in mind, I want to briefly indicate to you what was done. First a small administrative staff was established within the Office of the Secretary of the Department of Agriculture to administer the Act. This staff consisted of 5 professional workers, in addition to the Administrator himself. Second, a series of Committees was organized to provide counsel and advice relevant to the decisions that had to be made. The first of these committees, known as the National Advisory Committee, is specified in Title III of the Act itself, to consist of 11 members, 6 of whom represent producers or producer organizations. In response to one of the first recommendations of this Committee, a series of Commodity and Functional committees were organized to provide detailed recommendations in their respective fields. The National Advisory Committee dealt with policy matters as contrasted with specific commodity recommendations.

Next a uniform project system was adopted whereby each of the activities undertaken pursuant to the Act could be organized and handled in accordance with a standardized procedure. Incidentally, there have been some 400 projects initiated under the Act thus far.

Next, the actual research educational and service work under the Act was delegated to existing agencies. In other words the Administrator and his staff do no actual research work and no new agencies were established to conduct the work under the Act. Agencies already established in the Department and elsewhere have been relied upon to carry out the functions.

Simultaneously, a regional research program was organized pursuant to Section 9b3 of Title I of the Act. Leadership in this work was assumed by the Office of Experiment Stations and the Committee of Nine, which is also specified in the Act to represent the State Agricultural Experiment Stations.

An Extension program was organized on a somewhat comparable basis with reliance being placed upon the Federal Extension Service, aided by a Committee of Extension workers established to provide guidance for that phase of work.

Similar arrangements were also worked out for the establishment of a program with State Departments of Agriculture and Bureaus of Markets, whose participation was likewise specified in the Act. The Production and Marketing Administration in the Department of Agriculture was relied upon to take leadership in the organization of this phase of the program.

Research and Service activities were also initiated in the several Federal agencies equipped to do research within the Department of Agriculture, including the Agricultural Research Administration, Farm Credit Administration, Forest Service, Soil Conservation Service, and the Production and Marketing Administration.

The net result of all of these activities with the several groups mentioned as well as others has been the initiation of a significant research educational and service program to carry out the purposes and objectives of the Research and Marketing Act. We regard the work conducted by the cooperative Federal-State Extension Service as an integral part of this over-all program. This part consists of educational work on marketing and is financed from Title II of the Act which provides for marketing work.

Even though we have a substantial program under way, a number of questions continue to arise with regard to your phase of the work. Among these questions are: Can the Extension Service, which in the past has been primarily concerned with production activities, do an adequate job in the field of marketing? Can this work by the Extension Service be properly coordinated with marketing work performed by Experiment Stations and State Bureaus of Markets? Can the Extension Service accomplish regional coordination of its work in a manner consistent with other regional work specified in the Act? In other words, can it cut across County and State lines to conduct effective marketing programs which necessarily have little regard for political boundaries? Is the Extension

Service prepared to make the best use of research emanating from the Research and Marketing Act in organizing and carrying out a marketing educational program? Can the Extension Service work with the new clientele, including marketing agencies and consumer groups, with which it has had relatively less contact in the past?

These are cited as only a few of the many questions that have been raised about the ability of the Extension Service to make an effective contribution to the program that is visualized. These are questions that only you can answer, and I take it that a Work Shop such as this is devoting much attention to probing into these questions.

No report of this nature would be complete without some reference to the future. From this standpoint, I want to emphasize one point. It is evident that the appropriations for the work contemplated by the Research and Marketing Act have not and will not coincide with the authorizations for appropriations in the original legislation. For this reason, it is apparent that the amount of money to be appropriated for this work will depend greatly upon the performance of the Extension Service as well as the other agencies participating in the Act. Effective results will have to be obtained to get continued support for the program. You must assume the greatest share of responsibility in the attainment of these results as they pertain to marketing educational work. We, as administrators, will try to provide the environment that will give you the greatest opportunity for developing and carrying out good programs. We will try to refrain from giving you detailed instructions as to how you must carry out the work. We are confident that you, who have had much experience in conducting educational programs in the past, can exercise good judgment in adapting your programs to this responsibility. The future of the Research and Marketing program rests in large measure upon you.

SUMMARY OF REMARKS ON OPPORTUNITIES AND RESPONSIBILITIES
IN THE EXTENSION MARKETING FIELD

H. H. Williamson, Assistant Director
Extension Service, U.S.D.A.

Extension, during its many years of operation, has been looked upon to some degree, as an agency to be called on to handle emergency programs and problems, in addition to carrying on its established line of work. The Extension organization was used extensively during the First World War to help stimulate food production and handle many of the emergency agricultural problems. Demands for emergency aid were made during the drought period of the mid-twenties and during the wind-erosion years of the early thirties, and the Extension Service was also called upon to help set up and operate the Triple A in the early thirties. Many other such demands could be named, including - during the recent Second World War - the management of the farm labor program. All of these many assignments were handled with efficiency that reflected credit to Extension.

I am pointing out Extension's experiences of the past to give emphasis to the fact that today Extension is not confronted with a request to take an emergency assignment or to do a job outside its own field. The purposes and the concept of the Research and Marketing Act, particularly the Title II section, in my opinion, represent Extension's No. 1 opportunity and not just another tough job we are being asked to do. Even though we have for some time been wanting such an opportunity, I am not sure but that it has come much earlier than we anticipated. Maybe the speed with which it came caught us somewhat unprepared. The first few months after the act was passed we were a little confused as to just where and how to take hold of the job. During the past year our friend H. M. Dixon and his associates have been giving much study to the building of projects and the outlining of procedure.

Conferences of the kind we are holding here are lifting the fog of confusion and uncertainty, so to speak, and we are becoming more sure of ourselves. In the past it has been rather common for criticism to be directed to our Department of Agriculture and our land-grant colleges, including both research and extension, to the effect that they were production-conscious and gave minor consideration to the marketing aspects of the business of farming. No doubt such an accusation has been justified to a small degree. However, Extension has not completely neglected this phase of agriculture. There has been in the past two decades a rapid development in all kinds of marketing organizations, such as farmers' cooperatives, curb markets, and marketing centers, in both small and large towns. Many of the ventures in this field failed, but most of them have succeeded. They were developed primarily by the trial and error system and without the aid of research. Most of these marketing enterprises were established on the initiative of an extension agent. It was he who planted the idea and quietly guided it during the formative period.

Through the provisions of the Research and Marketing Act, Extension will be able to develop needed basic information and will be much better prepared to give guidance to individual farmers and farmer groups with their problems relating to marketing and distribution. The question has been asked, "Can Extension do the job?" The answer is yes. Extension is not in the habit of failing. However, it is going to take more than a wish and a declaration. We must school ourselves for the job to be done. That is the purpose of conferences of this type.

REVIEW OF CURRENT EXTENSION MARKETING WORK BY STATES

ALABAMA — A. W. Jones

In 1942 we elected a governor whose administration was convinced and tremendously interested in doing something about the great problem of agricultural marketing. They passed an act to set up a State marketing board and system of State markets. To date there has been half a million dollars spent in developing these markets. There are about 12 facilities, 2 poultry dressing plants, 8 fruit and vegetable marketing centers, and 3 curb markets that have has the benefit of some State funds. These operations are controlled by State markets board, under the direction of the director of State markets. Also with the legislation came an appropriation to Extension to carry out the educational work needed. Under that we have employed several marketing specialists. We now have 9 specialists positions in 9 fields of work as follows:

Fruit and Vegetable Marketing — John Bagby
Field Crops Marketing — Vacant at the present time.
Seed Marketing — Ralph Jones
Poultry Marketing — J. P. Weeks
Marketing Facilities — J. T. Gaillard
Timber Marketing — I. R. Martin
Fish and Wildlife — Earl Kennamer
Livestock Marketing — W. . Gregory
Consumer Education — Austin Ezzell

Seventy-five thousand dollars was appropriated to Extension Service for marketing work.

There are some other marketing jobs we are looking forward to. One is the development of an outline for an RMA project, for a specialist in the business functions in marketing.

The way we have marketed our principal crop - cotton, that is distributed and used on a world-wide scale - has not led to the development of many of the business practices in marketing that we need in connection with the handling of other products that we are now growing for market.

We think there is a field for a specialist in addition to the commodity specialist for assistance on such problems as organizing, directing, and managing a marketing agency, financing marketing operations and making returns to producers.

ARKANSAS — Clay R. Moore

Before discussing current marketing work in Arkansas, I would like to point out that the Extension marketing staff in our State has been small. During the greater part of the past three and one-half years, Arkansas has had but one marketing specialist.

Associate Director Gates has stated that the need of Arkansas farmers for more assistance with their marketing problems has been recognized for a number of years, but it has been difficult to hire qualified men.

The present staff consists of Mr. Clifford Alston, Mr. Smith Greig, and myself. Mr. Alston began work on February 3, 1945. He was granted a year's leave of absence this fall to do graduate work at Cornell University, and will resume his duties next fall. Mr. Greig was added to the staff on June 14 of this year. I became a member of the staff on July 1 of this year.

As to current marketing work in Arkansas, much of it is a continuation of work started in the past. When Mr. Alston came to the staff in February of 1945, a number of farmer cooperatives were being organized. At the present time, there are a total of 126 farmer cooperatives in the State. County extension agents in these counties where co-ops were being organized, were in need of assistance in working with these groups. As a result, much of Mr. Alston's time has been devoted to working with these newly organized cooperatives. In 1946, 18 new co-ops were organized, and in 1947, 22 were organized. Mr. Alston personally assisted in setting up 14 of those established in 1947. His work consisted of teaching the history, principles, and philosophy of cooperatives, as well as giving practical advice on problems peculiar to individual groups. During 1947, he published Arkansas Extension Circular No. 447, entitled "Agricultural Cooperatives." This circular has been widely used in Arkansas, and many requests for copies have been received from other States.

No new cooperatives have been organized in Arkansas so far this year. Educational work has been directed toward making existing cooperatives more efficient, and in conducting an effective membership education program.

In 1948, a 4-H Club contest in agricultural cooperatives was set up. This is the first time a contest of this type has been sponsored in any of the States. Its objective is - read from copy.

Mr. Alston delivered a series of lectures on "Cooperatives and the County Agent" at the in-service training conference held at the University of Arkansas in June of this year.

During the years 1947 and 1948, Mr. Alston and W. S. Pollard, Extension Poultryman, held a series of joint meetings in various counties on the production and marketing of eggs and broilers. Mr. Alston published Miscellaneous Publication No. 22 entitled "What Is A Good Egg?" and Leaflet No. 38, entitled "Better Eggs Mean More Money."

Mr. Alston also assisted in holding a series of meetings with milk producers. These meetings were for the purpose of studying marketing problems and trying to arrive at courses of action.

When Mr. Alston returns, he plans to continue work with cooperatives and with problems relating to the marketing of livestock and livestock products.

Mr. Hilliard Jackson worked as extension marketing specialist in Arkansas from November 1, 1946 until January 14 of this year. He was assigned to working mainly with problems relating to the marketing of fresh fruits and vegetables. During the time Mr. Jackson worked as marketing specialist, he assisted in educational work that resulted in the passage of the Arkansas Fruit and Vegetable Labeling Act of 1947. This Act became effective June 12, 1947. It applied to apples, peaches, strawberries, tomatoes, and Irish potatoes. After passage of this Act, Mr. Jackson directed an educational program to explain how the Act would affect individual growers. County meetings were held with growers of the various commodities.

Mr. Jackson also assisted in securing the location in Little Rock of a district office of the Federal Supervisor of Fruit and Vegetable Inspection for Arkansas, Oklahoma, and Southern Missouri. This office was established in November, 1947. It shares office space with the Arkansas State Plant Board. The State Plant Board is the enforcement agency of the Arkansas Labeling Act.

I came to the staff the first of July of this year to occupy the position formerly held by Mr. Jackson. We plan to continue educational work on the benefits to be derived from the Arkansas Labeling Law. While this law has been generally accepted by fruit and vegetable growers over the State, there are some trouble spots, such as are always found with laws of this type.

Mr. Earl Allen, Extension Horticulturist, and I plan to work together as much as possible in meetings that are held in the counties. We wish to emphasize that planning must be given to marketing problems at the same time that growers are planning production.

Mr. Smith Greig is assigned to a specific RMA project. This project has as its objective: The creating of interest among the processors and growers of truck crops for canning, in the grade system of purchase at canning plants. At the present time, all crops for canning in Arkansas are purchased on a field run basis. Mr. Greig visited several plants this summer and graded the raw products as they were coming in. He gave a copy of the grade reports to both the grower and the canner. The data he accumulated have been supplied to county agents. It will be used in educational meetings.

In the future, we are hopeful of setting up demonstrations at at least five processing plants to demonstrate the economic effect of processors purchasing fruits and vegetables from growers on the basis of U.S. Grades.

GEORGIA — C. G. Garner

Georgia at the present time has six men employed as marketing specialists. They are working in the following fields:

(1) Poultry and Eggs. One specialist -- A large portion of the poultry marketing specialist's time is spent in conducting 4-H Club egg marketing contests. In addition to developing markets for 4-H Club

produce, standardization of products, establishing of grades, etc. are also important parts of the project. He also has an over all poultry and egg marketing project for adults.

(2) Fruit and Vegetables. One specialist -- This specialist carries on work with cooperative fruit and vegetable organizations of the State, including two cooperative farmers' markets. Until recently he has not done much work in assisting the farmers in grading on the State Markets, but now there is a move underway to get machinery and personnel to help in grading and standardizing the products on these markets. A cooperative for this was set up in the Moultrie market. Peach grading, is an example, which we now have underway. He is planning this winter to make a peach tree survey of the State to determine some of the future marketing needs and problems in this commodity. A regular two-day vegetable marketing school is held each year at Abraham Baldwin Agriculture College.

(3) Sweetpotatoes. One specialist -- The specialist on sweetpotatoes works with the 4-H Club sweetpotato production contest. Emphasis is placed on pure disease free seed, plant production and on marketing standards.

(4) Cotton. One specialist -- This specialist's work is with the one variety cotton under RMA. One marketing specialist is devoting full time to an RMA project on identification and marketing one variety cotton. This demonstration was started on February 1, 1948 in six selected one variety communities, which normally produce approximately 13,000 bales. It has the objective of identifying cotton produced in these communities, by means of an identification tag attached at the time it is ginned. The cotton is to be followed through classification, assembling in lots according to variety, into consuming mills. Mills have agreed to cooperate in spinning identified lots in order to demonstrate advantages in securing cotton of known variety characteristics.

A new long staple variety, Sealand, was planted this year in one area. The cotton and all of the seed goes to the cooperative under a program planned to keep the seed pure and the cotton unmixed.

(5) Cooperative Accounting. One specialist -- This specialist works with small cooperative associations on records and accounts. He gives assistance to cooperatives in the keeping of proper records and accounts and in explaining audits to cooperative members at meetings.

(6) General Crops, Livestock, Dairy and Pecans. One specialist -- This specialist is secretary to the Georgia Cooperative Council and the Georgia Association of Dairy Cooperatives, the latter composed of sixteen cooperative fluid milk plants. He supervises and conducts the 4-H Livestock grading contests at cattle show sales. In this connection, over twenty cattle show sales were held in 1947. He also works on the standardization of various products.

All market information is sent out through the regular channels, that is, we use our information service in making contacts with the press and radio.

We feel that the policy of our administrative staff is important in the conduct of Extension marketing work in Georgia. They have encouraged a general policy of finding out what marketing programs are being conducted in other States that may be of interest or value to Georgia, and then to get such information and plans and bring them back for use and adaptation in our State.

KENTUCKY -- L. A. Vennes

Marketing work in Kentucky is divided into four general phases: (1) outlook and market information; (2) commodity marketing assistance; (3) consumer information; and (4) giving educational assistance to farmers interested in cooperatives.

Outlook and market information work is carried on throughout the year but special emphasis is given to Outlook during the winter months. Special effort is made to keep the County Extension personnel informed and to encourage the use of this information in all extension meetings. Some idea of the emphasis given to Outlook is shown by the fact that a full half day of the Annual Extension Conference is given over to the discussion of Outlook.

Commodity marketing work is carried on during the whole year. This work is conducted for all commodities where farmers have problems or are interested in market improvements. Major emphasis is placed on dairy, poultry, other livestock and livestock products, tobacco, strawberries and other fruits and vegetables.

Work in consumer information is a new development in Kentucky. This project was set up under the Research and Marketing Act and one full-time person is employed. This work is centered in Louisville where the press and radio are used to disseminate information on "best buys" as a means of assisting both the consumer and the producers of products which are in bountiful quantities.

The work with farmer cooperatives is given special emphasis in Kentucky due to the needs of farmers for improvement in their marketing services. (The term marketing is interpreted to mean marketing, purchasing and other farm services.)

Due to the fact that Extension personnel as a whole are untrained in the field of cooperation it has been deemed advisable to spend a large amount of time working with Extension folks through personal conferences, group conferences, and short courses in an effort to get and keep them well informed on cooperative developments. Similar work is, of course, carried on with members, directors, officers and managers of cooperatives as well as other farmers interested in cooperation.

An interesting experiment in concentrated extension work in the field of cooperation is being carried on in seven counties in Western Kentucky. A Field Agent in Cooperation is located in the area and carried on a full-time program of cooperative education. This is an area of small farms and relatively low incomes where cooperation has much to offer. While this

program has been carried on for less than three years, the results have been gratifying and indicate that this type of extension approach has merit.

Two RMA Extension projects are under way in the State. The one in consumer information has already been mentioned. The other project is set up to demonstrate the desirability of selling eggs on U.S. grades. This project is in its first year and there is little to report except that very fine cooperation is being encountered from the poultry specialist, representatives of Armour & Co., the county agents and the poultrymen.

LOUISIANA — Director J. G. Richard

We have three people working in Extension marketing at the present time. Mr. Reid Grigsby is assigned to general marketing work that has been going on since the early 1920's. Miss Esther Cooley at Baton Rouge and Miss Virginia Hower at New Orleans, are both on marketing in consumer education.

In 1940 we had a program initiated by legislative action under the State Market Commission. They had in mind giving service, financing co-operatives, etc., but the financing of co-ops is being discontinued this year. The work in forestry, including marketing has been going on for many years. We have an RMA project in forestry which we hope will be approved soon. In consumer education work, we have city workers in 5 cities. Our general marketing work is closely tied to co-ops of which there are 164 now in Louisiana. These co-ops are serviced by our people in the respective commodity fields. We like to think of tying marketing work across the board by commodities as we do with engineering and editorial work. In marketing you necessarily have to tie in with everybody's field. We have hopes that the work in marketing will be emphasized to a greater extent than it has been in the past. However, Extension work has included marketing since its beginning. We need to get on marketing work that affects the farmers' pocketbook. The following cities in Louisiana have associate or assistant home demonstration agents for city work: Baton Rouge, Monrow, Alexandria, Shreveport, and Lake Charles. These five agents, in addition to the three State workers, all work together on consumer education related to farm marketing problems.

MISSISSIPPI — S. W. Box

Extension marketing in Mississippi is affected by two Legislative acts. In 1944, the Mississippi Legislature passed the State Marketing Act creating the State Marketing Commission and providing for funds for assistance in the development of marketing facilities on a commodity basis. The Extension Service under this act is directly responsible for making surveys, instituting organized production programs, and information in reference to kinds and types of facilities, as well as information in reference to operations. Since the Legislature passed this act in 1944, twenty-five projects have been completed, dealing with practically all commodities produced in the State other than cotton and cotton seed products. The total value of all facilities developed under this program amounts to a little less than \$1,000,000, 70 percent of which has been

supplied by local farm cooperatives. So far, this program has been satisfactory from the standpoint of the Mississippi Extension Service, the farm leaders who sponsored the program, as well as State officials.

In 1946 the Legislature passed an act creating a State Markets Board and appropriated funds for the construction of a wholesale produce market at or near Jackson, Mississippi. The Extension marketing department of the Mississippi Extension Service has been in constant contact with this project since its beginning in an advisory capacity. The State of Mississippi has invested approximately \$1,000,000 in this project and the administration building on the market. In addition to providing office space for the market manager, it also provides office space for the market news service on poultry and poultry products, and fruits and vegetables, the Federal State Inspection Service, two extension marketing specialists on fruits and vegetables, and one extension marketing specialist on poultry. We have hopes that this co-ordinating set-up will give the farmers of Mississippi a most satisfactory farm marketing program for these commodities.

This act sets up funds for a State Marketing Commission to make direct grants for the purpose of acquiring marketing facilities up to 30 percent of the cost of the facilities.

Discussion - - -

Question: What is Extension's responsibility in connection with the granting of funds to cooperative organizations?

Answer: The commission is composed of 3 farmers, the director of extension, the commissioner of agriculture, and the extension marketing specialist. When an application is filed, it is filed with the director of extension. It is a pretty direct act, but it hasn't caused us any trouble so far.

Question: How are marketing facilities operated?

Answer: They are farmer owned. The Commission cannot make a grant except to a bona fide farmer cooperative.

Question: When a request is made who has the responsibility for analyzing the situation to see whether the group qualifies?

Answer: The Director has been looking to the Extension Marketing Department for that. It is our baby so far. We have 3 Extension men that are separate from the RMA projects. So far the only place they fit into the specialized program is in actual grading and marketing

Question: Are research people involved?

Answer: We ask research people for recommendations on special problems. For instance, whether a certain soil type is adaptable to sweetpotatoes.

NORTH CAROLINA -- Dan F. Holler

Extension marketing in North Carolina is conducted by two full-time men specialists and two part-time women specialists. One of the men is in charge of all general agricultural marketing and the other is responsible for cotton marketing activities.

The specialist who is responsible for general marketing devotes the major part of his time to the following projects:

- A. Marketing Principles - This project is designed to teach general marketing principles including such subjects as marketing agencies, marketing systems and factors effecting prices. The work is carried out by means of meetings and discussions with interested groups.
- B. Marketing Information - The purpose of the project is to teach how to locate, interpret and use market information. The project is conducted with county agents in meetings and discussion groups.
- C. Marketing and Purchasing Through Organized Cooperatives - Due to the lack of proper information on the part of cooperative members, directors and employees, many cooperative organizations encounter difficulties which endanger their success. This project is designed to give information on the facts vital to the success of a cooperative enterprise. It would include assisting county agents who have had requests for information on forming new cooperatives, discussions of cooperative principles, and membership educational programs.
- D. Livestock Marketing - The specialist works with the county agents and the livestock specialists in conducting 4-H Club shows and sales.
- E. Sweet Potato Marketing - This project is designed to disseminate information on (1) consumer preferences for sweet potatoes as relates to varieties, types, sizes, grades, and condition, (2) price differentials between grades, (3) other factors affecting prices, (4) market outlets, and (5) increasing consumption by marketing high quality sweet potatoes. This project is carried out by means of meetings, discussions with interested groups, the distribution of appropriate literature, and news articles.
- F. Special Sales - From time to time producers of farm commodities are unable to dispose of their products at satisfactory prices through normal channels due to the withdrawal of buyers from the market, production in excess of normal market requirements, or other causes. The extension specialist renders assistance in helping to solve such problems. The solution may take the form of special shipments and sales or other informal or co-operative approaches.

- G. Special Purchases - Quite often farmers are unable to obtain needed supplies such as seed, feed, packaging material, etc., through normal purchasing channels. The extension specialist offers assistance in locating sources of needed supplies and obtaining price quotations.

Before passing to the work of the cotton marketing specialist, it may be well to mention that marketing work in dairying and forestry in North Carolina is largely conducted by the specialists in these fields.

The Cotton Marketing Specialist is a joint employee of the North Carolina Agricultural Extension Service and the Cotton Branch of the Production and Marketing Administration. He is responsible for the following projects:

- A. Cotton Seed Placement in One-Variety Communities - Under this project, the specialist acquaints the county agents with reliable sources and prices of available cotton planting seed to be used in one-variety communities.
- B. Cotton Classing and Market News - The specialist works with county agents to form one-variety cotton communities. These communities make application for the free Smith Doxey Cotton Classing and Market News Service as provided by the Cotton Branch of PMA. It is necessary each year to renew the applications and the specialist assists county agents in the making of renewals.

During the ginning season, the specialist makes periodical visits to cooperating gins for the purpose of showing and demonstrating the proper method of taking representative samples. Any questions concerning the class of cotton or cotton marketing as it applies locally is discussed with the ginner.

As a follow-up to the Classing Service, the extension specialist prepares a semi-monthly summary of the cotton classed from each county. The summary shows the number of samples classed by gins, the grade, the staple, and the gin preparation. The summary is mailed to the county agents and to the cotton gin specialists. The county agents find this summary useful as a guide for planning cotton picking demonstrations, news articles on grade and staple, and circular letters concerning harvesting and marketing. The gin specialists use the summary to locate gins which are reducing cotton in grade because of rough ginning.

- C. Cotton Support Program - Under the direction of the Extension cotton marketing specialist, the North Carolina Agricultural Extension provides two clerks who are stationed in the PMA Cotton Classing laboratory for the purpose of stamping the Government loan value on the class cards returned to cotton producers. This service gives the grower, in addition to his official grade and staple, the loan price per pound as provided by the support program of C.C.C., and gives him a better basis for determining the market value of his product. It is

estimated that this service alone will result in savings to North Carolina cotton growers of over one-quarter of a million dollars this year. The specialist conducts meetings with county agents, warehousemen, ginner and producers to discuss questions concerning the cotton support program. Simplified material is prepared and distributed to county agents relative to the support program.

North Carolina Extension Service has also sponsored and assisted with the development of Home Demonstration Gurb Markets. In 1947 there were 43 of these markets operating in the State. Thirty-seven of these for white folks and 6 for colored sellers. Twelve hundred and seventy-two sellers participated in these markets doing a total of \$570,141 of business. Poultry, eggs, and vegetables were the largest items of the sale.

OKLAHOMA -- A. W. Jacob

Extension educational work in marketing was carried on during the year by James R. Enix, G. K. Terpening, Ford Mercer, Ed Granstaff, Mabel Walker, and myself.

Mr. Terpening, who handled cotton marketing and farm management, resigned in June to go with the Wichita Bank for Cooperatives. Ford Mercer was added to the staff in February on Market Information and Consumer Education Work. Ed Granstaff came to us in August this year to do wheat marketing, and Miss Mabel Walker on October 1, 1948 to expand the Consumer Education Work.

I. County Agricultural Council Committees. In carrying out marketing work, about one-third of the county agents established marketing committees as a part of their council in the fall of 1948 to assist them in working out educational programs. This leadership training phase of the work is being projected into 1949 with leaders added in each county as consumer educators.

II. Outlook and Prices. All staff members devoted time throughout the year in informing all Extension workers, leaders, and farmers in outlook and price work. Not only is agricultural price and outlook given, but information on general business conditions which are so clearly tied to agricultural prosperity is also supplied.

A statistician is employed to receive, assemble, and prepare current tables and charts on agricultural prices, and market volumes. These are available to all staff workers for review and use at extension meetings, conferences, radio, and other ways.

III. Publications. Marketing specialists contribute articles regularly to two publications. First, to Current Farm Economics issued by the Oklahoma Agricultural Experiment Station. This publication is edited every other month and deals with the current agricultural situation and special economic problems. The second publication is Farm Business Facts. This is a mimeographed circular prepared every other month by the marketing specialists of the Extension Division. In this publication, short reviews

are given of economic problems and programs underway by the staff members.

Both of these publications are distributed through regular mailing lists to agricultural leaders. These publications go to county Extension workers, to officers of farm organizations, officers of cooperative associations, trade organizations, chambers of commerce, vocational agriculture, veteran's agricultural training teachers, marketing committees set up by the county agents, and to personnel of government agencies.

The following brief review will give you an idea of the current commodity marketing projects:

IV. Livestock and Wool.

a. Livestock Clinic. - A two-day livestock clinic is held annually at the Oklahoma City livestock market in cooperation with the livestock industry at this market. To this clinic county Extension workers, livestock producers, and others are invited to attend. Information is given on percentage and actual cut-out values of different types of hogs and lambs. Dressing percentage and grades of cattle, hogs, and lambs are studied on the hoof and after being killed. About one-half of the time at the clinic is devoted to demonstrations and inspection of facilities for slaughter and processing, and the balance of the time is devoted to discussions on outlook, diseases, and production problems. Outstanding persons in the livestock industry have been secured for the program. Last year Charles Burmeister, of BAE presented the outlook in a very able manner.

b. Graded Lamb Marketing. - For the tenth year the grading of lambs on farms has been carried out with a view of assisting producers in placing on the market a higher percent of top grade lambs thus securing higher proceeds and improving the outlet for Oklahoma dressed lambs in eastern markets. In 1948 these lambs went to the Wichita, Kansas market for slaughter. The heaviest shipments were from Grant County. This project is a combination marketing and production project in which both production and the marketing specialists cooperate in holding field meetings and in developing the project. Producers are especially well pleased with the results.

c. 4-H Club Wool Grading Schools and Contests. - The 4-H wool grading schools are in their tenth year. They are open to 4-H livestock club members. This project is continued throughout the years to interest juniors on grading and marketing of wool on grade. We assist with county schools, supply information, demonstration material, and conduct a state-wide contest at the state fair. This year 4-H Club members from thirteen counties participated.

d. Market Supplies. - Current livestock market supply tables are currently prepared throughout the year and these are made available to County Extension workers and others showing the trend in the market receipts of cattle, calves, hogs, and sheep at Oklahoma City, Kansas City, and the ten large markets.

V. Dairy.

a. Outlook and Market Demand. - Conferences and meetings were held with producers and dealers throughout the year in keeping them informed of the outlook and price situation. Marketing margins were studied and this information made available to leaders and producers.

b. Dairy Product Sales Agency. - With Kansas extension specialists, I assisted farmer cooperatives in Oklahoma and Kansas in developing a regional cooperative sales agency to market dairy and poultry products in the Southern States. This sales agency is now doing about a one-half million dollars worth of business per month and is displacing individual selling by each of the organizations in the sales area which extends from California across the Southern States to Georgia. It was found that each of the organizations had made contracts in this area for selling products, but that the selling and freight costs were too high. The plan has reduced selling and freight charges and promises to grow. A program for the standardization of the quality of products is also being worked up.

c. Milk Bargaining Associations. - During the year there were a number of inquiries by producers and committees representing producers at large milk markets about bargaining associations. Although very little time was given to this type of work in the past, it has developed to be a very important phase of our work this year. We supplied producer groups with suggested organization papers, circulars furnished by FCA, and programs used in other markets by organized associations.

d. Quality Improvement. - Conferences and news releases were used throughout the year in informing producers, handlers, and consumers of the prices of the various grades of dairy products, with a view of securing improvement in quality. Cream and milk coolers are again more readily available through handlers, and many were installed by producers during the year. A marked improvement in the quality of dairy products coming from Oklahoma farms has been made during the past few years.

VI. Eggs and Poultry.

a. The 1947 Egg Law. - Under the new Oklahoma Egg Law, there was an increased interest in the grading of eggs throughout the year. We assisted in putting on demonstrations and in supplying information to county workers and leaders on procedures in grading, and also, in establishing egg grading stations in cooperation with the State Board of Agriculture and the U.S. Department of Agriculture, Poultry Branch. Colored slides prepared by the Poultry Branch of the U.S. Department of Agriculture were in constant use by county agents and myself. Several of the larger handlers of eggs improved their facilities, and increased the use of established U.S. Grades. About 1,100 dealers and handlers have been licensed for operation under this new State law. Oklahoma graded eggs are now found on several of the larger out-of-state markets.

b. Farm Credit Administration Egg Marketing Survey. - During March and April I assisted the Farm Credit Administration in making a survey of the marketing of eggs for 22 cooperative produce stations operating in various counties of the State. When this survey was completed by

them, the Extension Service called representatives of the 22 stations studied, to a meeting at Enid and the results of the survey was presented to them. As these stations have been handling eggs on a "current receipt" basis, it was found that this survey has assisted materially in stimulating interest in grading and improving the local marketing and cooling facilities which should further improve the quality and grade in 1949.

VII. Cotton.

a. Smith-Doxey. - Classing of cotton was continued throughout the year. The following table shows the development of this project up to this year.

Year (Season)	No. Bales Ginned	No. Bales Classed Under Smith-Doxey Act*	Percent Classed Under Smith-Doxey Act*
1938-39	545,196	3,386	0.6
1939-40	520,433	45,017	8.6
1940-41	777,363	129,158	16.6
1941-42	697,910	215,380	30.9
1942-43	693,192	369,900	53.4
1943-44	373,470	228,666	61.2
1944-45	608,258	354,207	58.2
1945-46	285,000	185,271	65.2
1946-47	262,000	166,509	63.6
1947-48	325,000	199,992	61.5

*Reports from Cotton Branch, Production and Marketing Administration, United States Department of Agriculture, 1104 South Ervay Street, Dallas, Texas.

In sections of the State where cotton is sold in the lint, practically all of the farmers are using Smith-Doxey classing as a basis for placing their cotton in the government loan and for private sale of the cotton to the Oklahoma Cotton Cooperative Association which handles about 30 percent of the cotton in the State. The service cannot be used in areas where cotton lint is sold in the seed.

b. Marketing Circular. - Circular 435 edited in 1947 on Marketing Cotton in Oklahoma was revised and prepared for print during the year. This circular is extensively used by adults and veterans's training classes in the cotton counties and for 4-H Club members participating in the cotton classing schools and contests.

c. Bookkeeper's School. - A bookkeeper's school for cooperative cotton gin bookkeepers is conducted each year. This school lasts for a week and is sponsored jointly by the Extension Service, the Oklahoma Agriculture Cooperative Council, the Farm Credit Administration, and the Wichita Bank for Cooperatives. Representatives of fourteen organizations attended this year.

d. 4-H Club Cotton Classing Schools and Contests. - In line with other educational programs, 4-H Club members enrolled in crop projects were given instructions in the U.S. grades for cotton. Cotton produced in their projects was classed and values computed. This work was carried on in eleven counties and instructions were given to about 465 club members, adults, and leaders at these county schools. The State Cotton Classing Contest was held at the Oklahoma State Fair, September, 1948.

VIII. Consumer Education and Market Information.

a. This new project was started with RMA funds in February, 1948. It was decided that the first problem to be attacked was the improvement of the marketing of eggs on grade and to secure an understanding by producers, handlers, and consumers as to the current outlet for the several grades of eggs in representative towns of the State. With this in mind, Ford Mercer, in charge, prepared a survey blank. He secured consumer preference data as to the present demand and prices for the several grades of eggs. This survey was carried on through the Home Economic classes of the public schools in practically all of the towns. The towns selected were Tulsa, Oklahoma City, Enid, McAlester, Miami, Lawton, and Chandler. Following the collection of these data, the survey was summarized and placed into the hands of county workers and other local leaders interested in the handling and consumption of eggs. Since the issuing of the circular reports, a large number of questions have come in about the programs and it is now being carried back to consumers and handlers of eggs in the various towns of the State.

IX. Market Information.

a. Market News in the Marketing of Watermelons. At producer meetings in the spring of 1948 the Extension Service was requested to supply their marketing federation with daily market price information on watermelons which would be received in time for them to use in making sales of watermelons. This information was also to include temperatures at selected markets where most of the melons from this area were being sold. With this in mind the project was set up. Contacts were made with officials of the Vegetable Branch of the PMA at Kansas City, who agreed to supply us with daily wires on information taken from their leased wire, on the prices of melons at selected markets, to the north and east. The Weather Bureau at Oklahoma City was contacted and supplied daily forecasts of temperatures at these markets.

Contacts were made with radio stations in the State regarding broadcasting the information. In doing this it was found that only one station, KVOO, Tulsa, had a broadcast when time could be secured early enough in the afternoon to supply the various handlers with the market information needed in time for selling. This was broadcast daily during July and September at 5:05 to 5:15 p.m. Handlers and producers were alerted to the hour, and many favorable comments have been received for services which were rendered. About ten other stations carried the markets early the next morning.

X. Marketing High Quality Milling Wheat Produced in Oklahoma.

a. We have grown in Oklahoma two groups of Hard Red Winter Wheats, which are classed as undesirable in milling quality. In the past few years the undesirable varieties have been in the majority.

Our plans in the immediate future are to contact the millers and other grain handlers of Oklahoma and work out a method of repaying those farmers who are raising the desirable varieties of wheat. This may be done by paying them a premium on their wheat or some other plan which will distinguish them from those raising undesirable wheats.

The tentative plans are to organize wheat improvement organizations on a community or three-or-four county basis, to encourage the production of the higher milling quality wheats. After these wheats are produced we are encouraging each local elevator to bin the desirable and undesirable varieties separately as nearly as possible. By so doing, this will assure those farmers who have raised the higher milling quality wheats a market for their wheat and more than likely a price premium.

XI. Cooperative Associations.

a. Educational material was supplied leaders in cooperative marketing and purchasing of farm supplies. Special assistance was given the Oklahoma Agricultural Cooperative Council in holding a summer camp and in the holding of district one-day information institutes. Committees set up at these institutes secured the establishing of a large cooperative fertilizer mixing plant to serve State farmers.

PUERTO RICO — Bartolome M. Morell

Puerto Rico has been described as having a sugar economy. Sugar cane constitutes certainly the main source of income for Puerto Rican farmers and for the Island as a whole. According to the 1940 Census of Agriculture there were around 55,000 farms covering approximately 2,000,000 acres of land in Puerto Rico. A narrow stretch of coastal lowlands and some interior valleys are devoted to sugar cane. Fourteen percent of all the farms of Puerto Rico, that is, around 8,000 units, produced sugar cane on around 18 percent of the total area of the Island, but they include a little more than 40 percent of all the tillable land.

Sugar cane and its by-products have accounted for about 50 to 75 percent of the total export value of the Island during the last 5 years. From the standpoint of net income the sugar cane farmers have received from 45 to 55 percent of the total net income of Puerto Rican agriculture.

Sugar cane production is largely a big land-holding proposition either privately or in farms held under governmental control by the Puerto Rican Land Authority. This fact permits a well rounded organization which can tackle efficiently the problems pertaining to their spheres of activity.

The other side of the picture is different in this particular aspect from the sugar cane industry. The other 47,000 farms devoted to other

crops cover an area of around 1,400,000 acres of which only 500,000 are tillable. The rest is in pastures, forests and waste lands. This mountainous interior region is devoted mainly to the production of tobacco, Coffee, minor crops, vegetables, fruits and cattle raising. Big land holdings are known in the sugar cane production, but they are not found in this area. It is not hard to realize that with an average farm area of around ten acres of tillable land in a mountainous region, agricultural production should be characterized by a particular set-up which does not allow the type of organization which prevails in the sugar cane producing area.

Marketing of Coffee and Tobacco.

An analysis of the conditions which characterize marketing activities in the central area will show the important role played by marketing co-operatives in creating order and establishing better practices in coffee and tobacco marketing. Orderly marketing have been brought into the picture by these cooperatives. They have been successful to a great extent in bringing a vertical integration in the marketing process. The same thing can be said of the two cane sugar cooperative marketing associations which operate on the Island.

Inefficient and wasteful methods have to a great extent disappeared from the picture. In the case of tobacco and coffee, middlemen have either discontinued operation or adopted the methods of the association. Generally these organizations have adopted correct methods of handling, processing, and distributing their products. The Extension Service has in one way or another helped them. However, it is correct to say that they have evolved under their own initiative towards the advantageous position which they have attained.

Extension marketing work with these cooperatives is more in the sense of educating their members in the principles and practices of cooperative marketing. Generally the members of the cooperative association have had rather very low levels of schooling and it is difficult for them to understand the principles involved in marketing, especially in cooperative marketing and pooling. The fact that around 50 percent of the tobacco growers which are members of the Tobacco Cooperative Association, have less than 4 years of schooling is very significant when we consider their attitude towards the problems of their association. In groups which have had such low levels of schooling, advice and guidance should be given in very simple and clear ways.

Fruits and Vegetables.

Fruits, vegetables and minor crops constitute around one-fifth of the total value of farm production. Marketing these products in Puerto Rico shows the typical conditions of a market where there are little or no regulations regarding grades, packs, and ways of marketing. Definite grades of products are not established practices in the marketing of these products which are raised in small patches of land.

Customarily all sizes and qualities are packed in the same container. Root crops as sweet potatoes, tanniers, Puerto Rican celery and yams, are sold in second hand burlap bags previously used for sugar cane, commercial

fertilizers, and imported rice, and potatoes. Oranges, mangos, grapefruit, and pumpkins are marketed in bulk in trucks. Generally no grading other than picking out spoiled fruits is done previous to shipping the fruit to the city markets. Due to the methods used for transportation, spoilage in transit and handling is considerable. However, the fact that all fruits are sold as fresh products, permits the prices at which consumers get them, especially oranges and mangos during season, to be rather low.

Vegetables are planted near the market areas. In spite of that, the methods used for transporting the product to market contributes greatly to the spoilage of such highly perishable products. The containers used for this product are mainly burlap bags which are not suited for this purpose. These facts are weighed by middlemen who operate in the market. The risk involved in handling and grading these improperly transported products reflects upon the price that farmers get as a proportion of the price paid by consumers.

When the products arrive at the market they are bought by wholesalers or retailers. With very rare exceptions these markets are inadequate for the handling of the products sold in them. The physical facilities are very small and vendors are crowded in such a way that display units almost touch each other. It is almost impossible to walk around without bumping over buyers and sellers.

The conditions which prevail in the market of that kind of products are rather hard to modify. The fact that these products are highly perishable and that they are produced with such small and numerous farm units, works against the organization and operation of marketing cooperatives for this kind of products.

The organization of a consumer education program under the auspices of the Research and Marketing Act has been a correct step toward the objective of helping the consumer to make a better use of his dollar. This program is just starting and we are sure the task is a tough one. Prejudice against foods, inadequacy of market places, and lack of grading, packing, and good sound information, have to be overcome to make the program successful. Nevertheless, we are sure that we will accomplish a great deal towards our objective in spite of all inconveniences.

The Island lacks a crop reporting and forecasting service as well as a market news service. The organization of this kind of service would play an important role helping in the allocation of products in the different markets, according to the needs. This might prevent wide price fluctuations between markets which occur at present. It would also allow farmers to stand on better ground for bargaining with middlemen. In regard to the modification of the conditions of marketing fruits and vegetables, it can be said that it is a long laborious process.

Marketing of Winter Vegetables.

The shipping of winter vegetables to the New York market was started nearly two decades ago, but it was during the last 10 years when it attained its maximum development. The influence of the Extension Service has been decisive in the development of these enterprises. A group of cooperative

marketing associations and various independent farmers have been advised and guided in this enterprise. Tomatoes, cucumbers, and other vegetables have been exported to the New York market with a great deal of success. It has been the function of the Extension Service to guide, give advice and help to these farmers, teaching them how to grade and pack this product. In making the necessary connections with the middlemen in the New York market, the Extension Service has helped farmers also.

One of the cooperative marketing associations which exports tomatoes to the New York market got the top market prices several time last year, showing that the lessons given to them had been learned thoroughly.

We believe that the techniques learned by farmers in this type of enterprise may reflect upon the marketing practices of local products. Of course, this is a long and laborious process and the results cannot be expected all of a sudden. Yet, certain improvements which may lead to this can be observed already. Our work as Extension Marketing men is a slow task, it has to be so because we have to overcome customs, traditions, and institutional barriers. But we hope that the results should be in the long run satisfactory enough to fulfill our hopes of bettering marketing conditions in Puerto Rico.

SOUTH CAROLINA — R. A. Cole

In South Carolina the inspection and standardization work is under the Extension Service rather than the State Department of Agriculture. Some people get inspection and standardization tangled with regulatory work; we do not have anything to do with regulatory work.

We have 6 men and 2 women doing marketing work in South Carolina.

W. A. Tuten — poultry, eggs, butter and cheese
C. H. Langford — fruits and vegetables
L. M. Asbill — fruits, vegetables and hay
R. D. Steer — Cooperative marketing
W. R. Flemming — fruits, vegetables and general marketing
Miss Sallie Pearce — womens home — markets
Miss Virginia DeVore — consumer education

South Carolina is a small State and we do not have as large a marketing personnel as some of the other states, therefore, our men have to be trained so as to work on any of the products grown in the State.

Livestock marketing is done principally by the production specialists in that line. We help them with their shows and sales. It has been hard for us to get much real marketing work fitted into 4-H Club work except some assistance in their shows and sales of livestock.

About three years ago, we started a sweet potato program with 4-H Club boys. In this program, we have a complete production and marketing project, which embodies production and cooperative marketing. We hope to work out similar projects with 4-H boys on other products.

We have set up our general marketing program to fit into shipments of commercial production rather than local sales because 75 percent of our commercial production is sold to go into distant consuming centers. That is one of the reasons we have stressed grading, packing, and selling f.o.b. in our extension program.

With the Division of Markets in South Carolina under the Extension Service, we have been able to carry through coordinated production and marketing programs on all of our commercial crops. Many obstacles in marketing we have found can be overcome by changes in production practices.

We have one project under RMA on consumer education and another ready to go on market information. There are five other projects ready for approval at this time.

Under our home markets, the market deals with production, grading, and selling of vegetables and home products. There are 33 such markets in the 29 counties; they are organized and directed by bona fide farm women. The markets are housed in rented buildings, in county owned buildings, city owned buildings, and one market association owns its own building.

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In the discussion following E. A. Johnson's paper on Consumer Education, Miss Pierce made the following statement on the Consumer Education work in South Carolina. "We are concentrating our Consumer Education Program now in three counties. Heretofore, we have organized farm women's markets and reached the women in the towns through those markets, asking if these markets were selling what they wanted, grading how they wanted, and the like.

"Now we are working with all the consumers that we can reach in the three counties, meeting with the service organizations and using all the means Miss Hower mentioned. Miss DeVore who does the actual work has been working recently in the potato field. She has had most excellent results from an exhibit which seems to be one of our best teaching possibilities. We are depending on the men in our marketing division to give us the information as to when these commodities are at the peak and when we can use them to our best advantage."

TENNESSEE - A. L. Jordan

Considering the widely diversified agriculture in Tennessee, including five main groups of commodities consisting of 22 individual farm products produced in commercial quantities, and the rather limited personnel in extension marketing, it is rather difficult to make much of a dent on the big problem of marketing.

There are three men and one woman engaged in the various phases of the marketing work in Tennessee:

Miss Isadora Williams devotes her efforts to the marketing of home and handicraft products and to organizing and developing curb markets and roadside markets. The large number of tourists who visit the Great Smoky Mountain Park, the TVA hydro-electric power projects, and the numerous artificial lakes in Tennessee have made the income from home and handicraft products a sizeable item with a large number of families in Tennessee.

Harry Carlton, Specialist in Food Processing, devotes his efforts to work with food-processing plants in Tennessee and with farmers who produce crops for these plants. We have two large and several small canning companies in Tennessee, and during recent years, several quick-freezing plants have been established in the State.

Although Tennessee produces cotton in only about 30 of its 95 counties, it produces 500,000 to 600,000 bales annually. The efficiency of the ginning process has much to do with the grade and value of a bale of cotton, and many gin plants in Tennessee have not been doing a real efficient job. In order to bring about improvements in the ginning service in Tennessee, Mr. Harrold B. Jones, Specialist in Cotton Ginning, is working with ginners and cotton growers toward improving methods of handling and ginning service and the value of the cotton crop.

I and the other or third man engaged in extension marketing work. During the 28 years I have been in this work, many important changes have occurred. I remember when our livestock specialists and I, working together, assisted farmers with the grading, selling and shipping of spring lambs in large volumes. During the 1920's another man and I graded and shipped 14 carloads of lambs at Fayetteville, Tennessee, in one day. Such cooperative shipments now will equal not much more than that volume during one year for the entire State. This change has resulted from the development of improved highways, motorized trucks, local auction markets, and a decline in lamb production. This bit of history is mentioned to emphasize the point that conditions change from time to time which necessitates making changes in our extension marketing work.

We have been assisting wool growers with the grading and selling of wool through local wool pools for 30 years. During 1948 a total of 25 of these sales were conducted through which 1,220 farmers sold 196,352 pounds of wool for an average price of 51.72 cents. During the 30 years these sales have been held a total of 10,066,305 pounds of wool have been sold for an average price of 38.94 cents.

During 1948, in cooperation with the Mid-South Cotton Growers Association, we conducted a cotton classing school here in Memphis. There were 78 students in attendance from seven States. These students were largely cotton ginners, buyers, and growers. We believe these schools serve a good purpose, and that results will justify the time and effort.

About 18 years ago I came to the conclusion that much of our efforts in marketing resulted in rather limited value of a permanent nature, because we had failed to develop machinery or organization through which farmers could render marketing services for themselves, so I decided to devote an increasing amount of my efforts toward developing farmers cooperatives, insofar as conditions would permit. Today we have 103 farmer

cooperatives engaged in marketing, purchasing and processing in Tennessee. Seventy of these have been organized during the past four years.

We have rendered much needed and appreciated assistance with the organization of these 70 cooperatives through preparing articles of incorporation, by-laws, and other papers, and assisting with the proper execution, filing and recording of the articles of incorporation and other steps for completion of the organizations. Much needed educational work was done relative to sound cooperatives at these organization meetings.

There is a big opportunity and real need for much educational work with these cooperatives. And we plan to do a lot of this work through preparation of subject matter material and conducting cooperative conferences during the next few years. We are preparing a Tennessee Co-op Handbook in the form of questions and answers, relative to questions about which farmers need information. This publication will be printed next month. We are conducting a two-day cooperative conference in Jackson, Tennessee, on November 30 and December 1, 1948, for cooperatives in West Tennessee, and a two-day cooperative conference in Nashville, Tennessee, on December 2 and 3 for cooperatives in Middle Tennessee.

The RMA promises to develop into a greatly increased program in marketing. We hope to be able to obtain funds with which to match Federal funds and obtain well-trained personnel so as to take advantage of this opportunity in Tennessee.

TEXAS -- F. Z. Beanblossom

The Extension marketing personnel at Texas A. & M. College consists of M. C. Jaynes, Specialist in Organization and Cooperative Marketing, Miss Myrtle Murray, Specialist in Home Marketing, and W. L. Braddy and myself in Poultry Marketing. In addition to personnel in the field of marketing, a number of the specialists in the field of production do some marketing in the regular routine of work in the Extension Service. From the standpoint of the job to be done in the field of marketing of all commodities, the personnel in this work is too small to meet the demands throughout the State.

I will not attempt to make a report on the work done by Miss Murray, since she is here and I am sure she will be glad to report on her work. Mr. M. C. Jaynes is also present and I will be glad for him to make any comments relative to his field of work in cooperative marketing.

In the field of poultry marketing we have one RMA project in operation with special emphasis on marketing eggs and turkeys on the basis of grade. The project is outlined so that the work may be done in the State on an area basis where production is heaviest. A preliminary study was made to ascertain the interest in each of these areas by producers, egg handlers, and consumers. We feel that these three groups of people should be worked with closely, in order that the maximum progress might be made through our efforts. The program in each of these areas for each of the commodities is worked upon as a demonstration to point the way for greater efficiency and profits.

We also feel that the problems in marketing these commodities affect the producer, consumer, and service groups of people, and it is our aim to first develop and demonstrate procedures which will enable the consumer to receive eggs and turkeys of a quality commensurate with the price they pay, and that there will be less loss of the commodity for the producer, consumer, and service groups. Last, but not least, to enable the producers to receive more money for their eggs and turkeys than is generally paid for current receipt eggs and turkeys as commonly brought on Texas markets.

While doing this work to demonstrate the feasibility of these procedures we are cooperating with the Agricultural Economics Department to study the results as we go through the year. We are checking weighted average price paid for graded eggs against current receipts weekly throughout the year and we are holding demonstrations to show different qualities of turkey that are reaching the markets, and we are securing the cooperation of packers and other turkey buyers to pay for these turkeys on the basis of quality.

We think of this work as a long time program and the objectives will not be reached 100 percent until habit and traditions of past practices are changed.

Organization and Cooperative Marketing. - The program for assistance to cooperatives was designed to strengthen them both as to organization and financial position. Group discussion was used to improve the members' understanding of cooperative principles. Radio, news releases, and correspondence were the means of reaching officers and members of cooperatives. Special encouragement was given to Health and Hospital Cooperatives.

During the past year, 30 training meetings were held for 200 county agents. Clinics for the officers of cooperatives were a popular means of improving the operation of cooperatives. Five were held during the year.

Home Marketing Activities. - Our marketing work with farm women has been primarily educational. We asked for a standing committee of the county home demonstration councils to study the buying and selling market needs. Another activity of these committees is to recommend what programs should be given this year, which would help farm women to get more for their products and to buy wisely.

We have a second educational program, resulting from the recommendations of the marketing committees. This deals with buying more wisely. The groups study labels giving specifications, contents, grades, standards, etc. of various foods and consumer goods. The groups have also bought some products through pooled orders. Another thing that has helped the marketing program from the educational viewpoint is the Texas Home Demonstration Association's backing and supporting the marketing committees in the counties. This has been accomplished largely through the leadership training program.

VIRGINIA — Harry M. Love

The Virginia Agricultural Extension Service has, in its economics section, two men who give practically all of their time to marketing extension activities. In addition to these, the Head of the Department of Agricultural Economics serves one-third time extension and devotes a large portion of his effort to extension education in marketing. The extension marketing program includes a wide variety of crop and animal enterprises with which farmers are given assistance in the marketing of their products. Realizing that an effective job of marketing cannot be done when the extension specialists' activities are confined to work with farmers, considerable emphasis is, therefore, given to assisting marketing agencies with their problems. This phase of extension work includes studies and recommendations for the improvement of market facilities in the principal cities of the State, as well as technical assistance to the numerous agencies marketing farm products.

Considerable emphasis is given to cooperative marketing since about one-half of the combined extension marketing effort is devoted to work with co-operatives in one way or another.

Several marketing projects have been authorized under RMA funds, but as yet competent personnel for these positions are not available. It is anticipated that the extension marketing program in Virginia will be expanded as rapidly as personnel and funds will permit.

We have several marketing projects. We are in the market for good men if you know of any. Our activities range over a wide variety of enterprises, field crops being about the most important. We have work in peanuts, cotton, soybeans, wheat and small grains. The same man also participates in marketing facilities work in various parts of the State--Richmond, Roanoke, and Norfolk, working to acquaint the municipality with the advantages to be derived from adequate marketing facilities. We also have some consumer preference work. Have contacted some of the handlers, food service people, and have gotten from them some of the buying habits and preferences as expressed by their customers.

We also have a cooperative program. We have further need for cooperative effort and a teaching program in extension. We are looking forward to increasing that.

We also carry an outlook program as part of our marketing program, working with the farm management specialist.

We also have a project on dairy marketing. This work operates under and in cooperation with a State Milk Control Board. We have a broiler industry in Virginia, with which we are working since they need additional educational assistance relating to marketing problems from time to time.

We have a program in fruit marketing. There is an RMA project in this connection, but we have not yet gotten men qualified for the positions. This is also true of the truck crops and poultry projects.

We have the beginning of a good program in livestock marketing. Our man who is carrying on some valuable marketing work with the Virginia Livestock Marketing Association is here and I will let Mr. Dalton tell you about it.

Livestock Marketing Project — M. L. Dalton. The livestock grading project which was started in Virginia in March, 1948, has made some progress in the short time. Approximately 8,000 calves have been graded under this project with several thousand farmers looking on and learning about the grading of live cattle. The prospects for the project are very bright and it is hoped that cattle grading will some day do for the beef producer what lamb grading has done for the Virginia sheep men. At the present time 80 percent of all lambs sold in Virginia are sold by grade and generally are never seen by the buyer. All of the actual grading, of course, done in Virginia is done by the official graders of the Virginia Division of Markets. The Extension Service handles the educational work such as publicity before the meetings and demonstrations and news stories afterwards. In many cases, our demonstrations have been held and the cattle have gone directly to market. Carcass data is assembled and correlated with the live grade. This information is returned to the farmer, who attended the demonstrations, for his information in grading his own cattle.

REPORT OF THE COMMITTEE ON
THE JOB OF EXTENSION WORKERS IN MARKETING

I. The Problem and Situation

The Extension program of "education for use now" is directed by legislation to the interest of all the people of the nation. In marketing as in other phases of work, our responsibility as extension workers is to find ways and means of bringing to the most people the greatest benefit of useful and scientific information.

There is a growing percentage of the population moving to the cities and looking to fewer farmers for food and fiber. Agriculture is becoming more and more a commercial business and less a live-at-home enterprise. With this change, there comes an increasing number of marketing problems extending from the farmer's field to the consumer's table.

Our educational job in marketing is a continuing process. There are always new people who should be reached, new problems to be met, and new information or practices that should be used.

It is believed that, generally, both research and education have advanced further in relation to production than to marketing and that more extension effort has been directed toward the solution of production problems than to marketing problems. For this reason, we should be alert to find and recommend research where needed.

The effectiveness of our work will be determined by (1) how accurately we analyze and appraise the marketing educational problems, the needs of each commodity, area, and the people involved, (2) the marketing practices, information, and changes that we recommend, and (3) how thoroughly we organize, present, and get acceptance of our recommendations.

II. Objectives

A. General

The broad objective of the Extension Service is to carry on a program of education in the field of marketing farm produce among (1) producers, (2) the service group-processors and manufacturers, distributors, and handlers--and (3) consumers, with the view of improving the marketing processes as a means of promoting the general welfare of the people.

B. Specific

Some of the more specific objectives in marketing education are:

1. To develop new and expand present educational programs in marketing farm products.

2. To coordinate educational activities in production and marketing so that:
 - a. adjustments can be made in production to meet market demands and preferences and,
 - b. marketing processes can be geared to meet production requirements.
3. To create a better understanding of marketing processes and problems between producers, handlers, and consumers.
4. To develop efficiency in the marketing processes.
5. To create and maintain good relations and cooperation with other groups working in the field of marketing and related fields.
6. To develop and train leaders to assist in improving marketing practices.
7. To effectively disseminate information developed by research and encourage new research in the field of marketing.
8. To furnish information to groups desiring to establish marketing organizations and to organized groups, about problems of operation.
9. To carry on a program of education that will develop new uses and create greater demands for farm products.
10. To be alert in sensing economic trends and periods of unusual production and ready to take leadership in making changes and adjustments to meet the situation.

III. General Procedure

In order for the Extension Service to carry out its responsibilities in this important field of marketing education, it should:

1. Maintain an adequate staff of well trained marketing specialists. These specialists should furnish leadership and spark the formulation and development of sound and effective marketing educational programs within their respective fields. They should also be responsible for training county workers and other staff members in this phase of extension work. Each State should provide means and time for continuous training--in-service training for State and county workers through periodic schools, conferences, etc., and sabbatic leave for advanced study or other professional improvement.
2. Utilize all of the methods and means now known to the Extension Service to accomplish an effective job of marketing education, such as:

- a. Surveys and analyses
 - b. Demonstrations - method and result
 - c. Publicity - press and radio
 - d. Visual aids
 - e. Schools
 - f. Publications
 - g. Meetings
 - h. Tours
 - i. Personal contacts
 - j. Exhibits
 - k. Organizations
 - l. Informal groups and committees
 - m. Other methods as needed for particular situations.
3. Seek and develop new techniques and methods for doing the extension job. We should not only constantly gather new information as it is developed, but try to devise new ways of effectively delivering such information to the people we are trying to assist.
 4. Do a good job of public relationship. Education can be carried on with greater acceptance in a friendly atmosphere. More can be accomplished if our aims and objectives are clearly understood. We should, therefore, maintain at all times an attitude of cooperation with those with whom we come in contact. It is only fair to the lawmakers, appropriating bodies, administrators, cooperating groups, and the public at large that we keep them well informed as to what we are trying to do and what progress is being made.
 5. Seek the assistance of others. There are many agencies, groups, and individuals working in the field of marketing. If properly approached these people can give much help to us in carrying on a program of education in marketing. They cannot only make the job easier and more effective, but in some instances make it possible to attain certain objectives which otherwise we may be unable to reach.
 6. Plan to do the job. In developing and carrying out annual plans of extension work, the marketing needs of the county, area, or State should be given proper consideration and included for appropriate action.

County plans of work should include:

1. A county marketing committee representing the viewpoint of producers, handlers, and consumers to assist in developing needed educational work in marketing.
2. A review of the marketing situation for each commodity of commercial importance and a statement of educational activities that should be carried on during the year.
3. Consideration of the marketing organizations and facilities -- how those already established may be improved and how others that are needed may be established.

4. An outline of the assistance needed from marketing specialists, other extension personnel, and other marketing organizations or agencies.
5. A calendar of work or statement of the approximate time when specific marketing educational work will be done.

The marketing specialist's plans should include:

1. An outline of the educational marketing needs of the State, county, or area in his field, suggestions as to needed action, and how he may assist. (This should be prepared before and presented at annual meetings of county agents.)
2. A review of county plans of work to see if there are other marketing needs that should be included.
3. Follow-up work with administrators, supervisors, and production and home specialists for integration of marketing with other phases of extension work.
4. As needed, he should see that understanding and agreement is had between producer, service, and consumer interests in each marketing problem and how each can contribute to needed action or improvement.
5. Selection and preparation of teaching material, (subject matter and methods) designed especially for the use of county workers.
6. Field training of extension and other personnel to meet marketing needs.
7. Advice to administrators of need for additional trained marketing personnel.
8. Information as to help that may be had from other agencies that have responsibilities in marketing.
9. Advice and counsel with research people on research available, plans for new research, and the educational plans.

The marketing specialist of the Federal Extension Service can be of great assistance to the State people by:

1. Giving assistance in developing marketing projects or phases of projects that are of common interest.
2. Suggesting how marketing work of the States may be integrated for mutual advantage.

3. Advising them of significant results of marketing work in other States and of regional marketing programs and projects.

4. Giving more attention to the assembling and distribution of teaching material to the States in the different commodity fields.

Closing

For further detail, reference is made to the Report of the Committee, entitled The Job of Extension Workers in Marketing, Midwestern Extension Marketing Workshop, Iowa State College, October 1-7, 1948.

Committee members:

A. W. Jones, Alabama, Chairman
H. M. Love, Virginia
L. I. Skinner, Georgia

REPORT OF THE COMMITTEE ON CONSUMER EDUCATION

Introduction:

There are many phases of consumer information and education. Some are now being carried on in the already established extension program. The report of the Extension Marketing Committee indicates four general fields in which this work needs to be developed. They are:

1. Dissemination of information concerning the availability of commodities in a city or trading area.
2. The teaching of quality values.
3. Encouragement in making greater utilization of different qualities and taking advantage of varying quantities of available food supplies.
4. Better understanding of our market cost, organization and services as they affect price.

In outlining the ways Consumer Education specialists hope to meet the objectives of the Consumer Education program, we recognize the importance of following certain principles of good Extension organization - i.e.:

1. Since one of our primary aims is to strengthen the work of the regular county extension agent, most of the work we do will be through and with them.
2. To keep ourselves informed, it will be necessary that we maintain very close working relationships with other extension specialists.
3. The supervisory and administrative staff of the Extension Service will have an important part to play in any Consumer Education program. Consumer Education specialist can help to keep them informed of the needs, problems and opportunities in the whole field of work.
4. Existing agencies and organizations offer a large field through which the program can function.
5. We also recognize that Consumer Education programs may develop differently under different conditions to meet local needs.

As a result, our recommendations are couched somewhat in general terms as to be adaptable to use of several different types of Extension setup, and not specifically to the use of any one individual extension worker.

Examples have largely been taken from the field of foods. We believe, however, that the suggestions we have made are readily adaptable to other agricultural products.

The Situation:

Families dependent on commercial markets for food, clothing, housing, and equipment need help to understand the entire commodity supply and market organization and to make their choices in relation to family needs and in relation to their resources.

Objectives:

Since consumer education involves all subject matter fields relating to better family living it should be our aim to make consumer education an integral part of a well rounded educational program. Considering this aim, we have outlined the objectives as follows:

1. Arouse consumers to an awareness of the need for information.
2. Study the needs of the consumer as a means of finding what information in Consumer Education is needed in order to develop a continuously effective program.
3. Develop desire on part of extension worker and the consumer to do something about it.
4. Plan cooperatively a program for meeting needs as shown.
5. Through a pertinent program in consumer education, establish confidence in the Extension Service and College of Agriculture and Home Economics as a dependable source of information for producers, the service group and consumers.
6. Help the producers, manufacturers and service group render greater service to consumers.
7. Assist local groups in their studies of needed legislation.
8. Guard against standardization that changes the product to such a point that valuable tradition and established quality are lost. Customs, habits and traditions of the people must be taken into account.

HOW THE PROGRAM WILL BE CARRIED OUT:

- A. Obvious initial Steps: (Throughout the remainder of this outline, in order to show how the procedure will work with a specific project, the examples used are in the field of foods.)
 1. Visit communities concerned and discuss the proposed project with county extension personnel, presenting the over-all program for their information and consideration.
 2. Present the program to the County Agricultural Committee or County Planning Board, U.S.D.A. Council, or the cooperating agency that helps formulate the county agricultural program, and solicit their cooperation and assistance.

3. Make contact with people (producers, wholesale and retail food people, and consumers) who can contribute to the effectiveness of the program. Local conditions may call for omitting some of these and adding others.

- a. Representatives of the Service Group

- (1) Meat Packers
- (2) Produce Buyers, distributors, and wholesalers
- (3) Dairy Products distributors
- (4) Poultry and egg distributors
- (5) Fish handlers, wholesale and retail
- (6) Buyers of all staple food items

- b. Radio and Press (Be sure to contact Woman's Page editor, Women's program director.)

Negotiate for space or time, taking into consideration local shopping habits.

- c. Organization - representatives of the following groups:

- (1) Home Demonstration Clubs
- (2) Local Extension agents
- (3) Local producers' organizations
- (4) Chamber of Commerce
- (5) Utility companies
- (6) Consumer organizations

4. Call a meeting of representatives of these groups to secure understanding and cooperation in the program.

Suggested agenda for the meeting may include:

- a. An extension of consumer education as a part of the cooperative extension program made possible by federal and state cooperation.
- b. Statement of purpose by marketing specialist or other extension worker familiar with the problem.
- c. Presentation of the proposed plan for providing a local service to better inform consumers of: (1) the availability of food products, (2) local market situations, (3) what foods are in abundance and are good buys, (4) when it is a good time to buy for canning, storage, freezing, and daily consumption, (5) study of standards for selecting food items, (6) ways of using foods for greatest nutritional and money economy.
- d. Allow ample opportunity for discussion and questions.

- e. If the plan is adopted, make arrangements for marketing specialist or other local extension person in charge, to get information from handlers when and as needed. (Arrangements might be made in cities for local extension worker to telephone selected persons on stated days and at designated hours. Be sure to include persons who can report on consumer problems as well as market conditions and supplies.)

5. Secure cooperation of other home economists in the area.

B. Suggested Methods of Procedure:

1. In setting up all future methods, a by-line or other way of indicating to the public the reliability of the sources from which the release is prepared is desirable - Examples:
 - a. This article appears weekly through cooperation of Rochester Extension Service and the State Department of Agriculture.
 - b. Be wise with your buys - a food information service presented by marketing specialist of the Extension Service, College of Agriculture and Home Economics, University of Kentucky, U.S.D.A. cooperating.
 - c. Focus Your Eyes on Your Buys - A regular food service from Sarah Jones, Johnson County Home Demonstration Agent, Extension Service, State College of Agriculture, U.S.D.A. cooperating.
2. The following teaching tools may be used as found best to meet local needs:
 - a. Radio -
 - (1) Set definite time, keeping in mind housewives' listening habits.
 - (2) Determine best amount of time to be used - 5-15 minutes, 2-3-5 times a week.
 - (3) Keep programs alive through use of (a) interviews - women in the market, other specialists, representatives of all groups cooperating.
 - (b) Conversational and other chatty form of presentation.
 - (c) Answer questions.
 - (d) Make recipes available.
 - (e) Include human interest stories.
 - (4) Furnish spots for use by announcers and women food editors of radio station.
 - b. Press -
 - (1) Make press material so valuable and adaptable to local conditions it will find its rightful place in the paper.
 - (2) Time release of material with local shopping habits.
 - (3) Prepare material that may be used as is or used by food or market editors.

- (4) One or more release each week should be desirable.
- (5) Study journalists' requirements in order to make material more acceptable to the editor.

c. Demonstrations -

Suggested demonstrations might include such as the following, keeping in mind nutritional value, selection and use of all foods considered:

(1) Grades and Standards -

- (a) Lima beans - shelled and unshelled, times of shelling, cost and weight before and after.
- (b) Sweet potatoes - cost of grading by U.S. standards vs. non-grading - volume - Loss from field to consumer.
- (c) Meats - Buy by cuts, price. Cook by cuts, food value.

(2) Food Preservation, Canning, Freezing, Brining, Storage, Dehydration.

(3) Turkeys - Selection and preparation to meet needs of several size families.

(4) New uses for a plentiful, less expensive food.

Take advantage of every opportunity to reach all consumer groups with valuable demonstrations timed to the needs of the group. Suggested groups may include the following:

- (1) Women's Clubs
- (2) Industrial groups - workers and labor unions
- (3) Civic and service groups
- (4) Extension organizations
- (5) Settlement and welfare groups - training social workers. Demonstration with families they contact.
- (6) School lunch workers.
- (7) Merchants' organizations
- (8) Public agencies
- (9) Hotel and restaurant managers and workers
- (10) Farm Producers' Organizations
- (11) House to house produce peddlers
- (12) Housing project groups
- (13) Church and school organizations

d. Exhibits -

As the program develops, take advantage of opportunities to use exhibits as a teaching aid. Suggestions following are what exhibits might be used with:

- (1) Consumer preference studies
- (2) Group meetings and demonstrations
- (3) Industry - bulletin boards and lounges
- (4) Lunch counters and restaurants
- (5) Food stores
- (6) Fairs and festivals

e. Publications -

Meet the local needs for distributing publications, making use of every opportunity to reach consumers with printed information, giving source and reliable suggestions for selection, use, care, and nutritional value of foods.

(1) Distribute through -

- (a) Utility, milk distributors, bank, etc. monthly statements
- (b) On request
- (c) At meetings and exhibits
- (d) Stores
- (e) Lunch counters and restaurants
- (f) Industrial plants

(2) Types of publications -

- (a) Leaflets, printed or mimeographed
- (b) Bulletins of state and federal departments
- (c) Circular letters

f. Personal contacts - home visits planned or spotted to study problems through interviews.

g. Utility Companies - street cars and busses could carry posters calling attention to the food service available.

h. Contests -

i. Discussion groups

j. Tours - Stores, manufacturers, distributors, producers, and others

k. Cooperative advertising - Cooperating companies might call attention in ads to consumer information, meetings.

l. Visual Aids - slides, films, posters.

3. Sources of Information:

a. College of Agriculture - Home Economics, Specialists
" " " " " Publications

b. Approved list of commercial material.

- c. Bureau of Human Nutrition and Home Economics.
- d. National Cotton Council - Memphis
- e. United States Department of Agriculture
- f. Council of Food Chains
- g. National Livestock and Meat Board
- h. Food and Home Notes
- i. The Agricultural Situation
- j. Production - Marketing Administration
- k. Grower and Producer Organizations
- l. State Market reports -
- m. Professional magazines
- n. State and Federal research workers
- o. Consumers' research
- p. Household Finance

C. Evaluation:

Some measure of the results of the program is necessary as a means of testing or determining the progress and the accomplishment of ends as intended when work was begun.

- 1. Surveys - Conduct where possible in cooperation with existing service agencies and organizations.
 - a. Telephone
 - b. Postcard and questionnaires -
 - (1) Attached to printed material distributed through stores, meetings, etc.
 - (2) Include with circular letters.
 - c. Home visits
 - d. Store interviews
 - e. Reports of improved practices as adopted and reported by all organizations reached - these to include producers, service groups, and consumers. Check on such factors as improved grading and packaging, distribution, selection and use of products, changes in buying practice, all from nutritional and economic standpoint.
- 2. Observations - Note all evidence of any changes in types of posters, exhibits, better handling, better displays, and all requests for help that may have been the direct or indirect result of consumer information.

3. Record of increase in requests for information, demonstrations, publications, reference to radio and press releases.
4. Follow up meetings of cooperating group of producers, service group and consumers; at least one spaced long enough after beginning of project that evaluations may be made. Ask that representatives come prepared to report on response and attitude of the organization they represent. Strive to get frank and constructive criticism.
5. Seek information as to trend of spontaneous discussions covering the project.

D. Trends and Outlook:

Incorporate into all Consumer Education work up-to-date information on new trends and outlook in foods and all other fields, pointing out all factors, good and bad, together with a means of evaluating these trends and outlook.

In setting up and developing consumer education projects and foods, extension workers are setting the stage for future wide coverage of Consumer Education and study of all agricultural products.

It is the opinion of the committee that the field of Consumer Education presents an unparalleled opportunity in extension work for satisfactions to be desired in its challenge for learning, vast coverage, and possible accomplishments in a relatively old field that has come back with new emphasis with some glamour attached that will result in higher standards of living and a more satisfying life.

Miss Sallie Pearce, South Carolina, Chairman
Mrs. Miriam J. Kelley, Kentucky
Esther Cooley, Louisiana
Virginia Hower, Louisiana
Virginia DeVore, South Carolina
Myrtle Murray, Texas
Mabel Walker, Oklahoma
Austin Ezzell, Alabama
L. E. Farmer, Georgia
Mary Agnes Gordon, Mississippi
Eva Leggett, Mississippi
E. A. Johnson, Washington, D. C.
Mena Hogan, Washington, D. C.

REPORT OF THE COMMITTEE ON FRUITS AND VEGETABLES

I. Introduction

Changes that have been taking place in production, distribution, retailing methods, and consumer preferences are making it necessary that the Extension Service step up its educational and demonstrational work in marketing, enabling growers to adjust their practices and planning to gear into these changes.

The wording of the Research and Marketing Act not only makes it possible for Extension to do this work of education and demonstration, but it places this responsibility directly on Extension's shoulders.

The trend in production ever since the colonists landed in America has been toward specialization. However, during the last twenty-five years, the momentum of volume marketing has been very much accelerated by standardization of fruits and vegetables which has made long distance selling on a grade basis practical. It has reduced buying costs, enabling chain stores and chains of independent stores to offer high quality produce prepared so as to be very attractive to the housewife. This produce is rapidly replacing the local grown products if they were not of equal grade and as nicely prepared, and as available over extended periods of time and at equal price. This condition holds for practically all farm products, and is closing out the local market for small surpluses. It is also closing out the distant markets where growers are not in position to meet this competition.

Some of the reasons why this competition is hard to meet are that most of these products are grown in volume in sections having natural advantages in production and with large volume well equipped facilities can be had at small per unit cost for properly preparing for market; many new and expensive production implements have lowered their per unit costs of production.

Many of these heavy producing sections are processing high quality products, produced at low cost, which compete with not only our processed products but with our fresh fruits and vegetables.

Many of our growers do not understand why their markets are vanishing. They do not understand why the local grocers do not buy their products as they did several years ago. They do not understand how growers hundreds of miles away can take their markets. They believe it is a matter of salesmanship. If this were true, it would be an easy matter. It goes deeper than that.

The isolated producer of small quantities of a product is today in the same position that the country shoemaker of revolutionary days would be in if he were trying to operate today. Manufacturing and merchandising practices, as well as trade demands, have moved off and left him. While there is little that can be done for this isolated producer in efficiently marketing his small production as long as he is alone, there is much we can do for him if his neighbors produce the same product. A sufficient number of small growers in an area can arrange for and secure as efficient marketing facilities and do just as good a job of marketing as the large producer. His marketing requirements then, as well as those of his neighbors, will fit into present day marketing methods.

We have many growers today who are trying to produce crops not suited to their soils, climate, and are using obsolete practices in production and marketing methods. They cannot sell their products at a price that will give them a standard of living their labor deserves. These people often times look to the Extension Service for help in marketing their products at prices commensurate with their efforts in producing.

After considering many of these problems this committee selected a few of the most pressing problems for treatment in the time allotted.

II. Selected Major Marketing Problems

A. Marketing of small scattered production

1. Develop long-time county program and plan of work based on areas of production suitable for specific crops.
 - a. Call in farm and home leaders
 - b. Analyze with leaders agricultural resources, both natural and physical, to determine enterprises best adapted to the county.
 - c. Outline the available and needed marketing facilities.
 - d. Determine the experience and adaptability of growers for the crops selected.
 - e. Consider in the plan varieties, time of maturity and competition from other areas.
 - f. Plan to be submitted to specialists for their recommendations.
 - g. Plan adopted should include provisions for sufficient acreage to produce enough volume to make efficient marketing possible.
 - h. The adopted plan should be endorsed by extension staff members involved, county officials and service groups.

2. Encourage roadside markets.

B. Marketing during peak production

1. Encourage and assist in preparing advertising programs.
2. Encourage promotion in terminal and consuming markets by educational and service groups cooperating.
3. Encourage lowered preparation and packing cost for shipments destined to reach consumer (housewife) for processing.

C. Effective programs on grading

1. Advantages of grading

- a. The degree of grading and standardization should be determined by market conditions and the economic gains which may be realized.

- b. The Extension Service should encourage the use of U.S. Standards for Grades, because they are the same wherever used and are generally accepted by the trade.
- c. Grading aids the consummation of sales without the buyers personal inspection of the products sold.
- d. The use of Federal-State inspection serves as a method of protection for growers and/or shippers from unfair practices of terminal receivers.
- e. A product of the right variety and type, properly graded and packed, finds a ready market. The producers should receive a premium for the better product.

2. Responsibilities

- a. Extension specialists should be familiar with the U.S. Standards for Grades.
- b. Should conduct demonstrations to show financial gains by use of proper grading and packing.
- c. The Extension Service should hold harvesting, grading, and packing demonstrations with producers, fieldmen, and shippers.
- d. The Extension Service should assist the grower or shipper in training the personnel who are to do the actual grading.
- e. Should assist in locating market outlets for superior quality products.

D. Food Processing

From the Agricultural Extension Service standpoint, the building up of a strong food processing industry is of prime importance. If well operated and prosperous, it is an active competitor of the fresh market for large quantities of the highest grade agricultural products.

- 1. Determine the total national volume of the particular product and estimate reasonable portion to be packed in the state -- to prevent over-packing.
- 2. Determine the variety of fruit or vegetable which is suitable for processing and is acceptable to the market in which it is proposed to be distributed.
- 3. Determine the size and type of container suitable to the market it is proposed to serve.

4. Assist the growers and processors to arrive at a price for raw and finished product in order to compete with other areas. A thorough study of market conditions including carry-over and packing prospects in competing areas is necessary to arrive at a reasonable conclusion.

5. Determine best method of purchasing each product from the growers in each area.

- a. Open market for harvested product either by direct negotiation or by purchase through auction markets.

This leaves grower free competition between "fresh" and "processing" buyers, but leaves processor in doubt as to quantity he can depend upon during the season to fill his orders.

- b. Contract for acreage prior to planting.

Theoretically this assures the processor a reasonable chance to obtain enough produce to fill his orders. It is difficult to name a fair price which will conform to conditions at time of harvest. If price is too low, processor will have difficulty getting deliveries. If price is too high, processor may actually get deliveries from more acreage than he has contracted for. Either of these conditions is not uncommon.

- c. Negotiate sales purchase of entire crops during growing season prior to harvest. Sometimes processor agrees to take over care and gamble of crop and do the harvesting. Many growers and processors have expressed satisfaction with this method.

- d. The Extension Service should encourage purchasing of raw material on the basis of U.S. grades.

6. Take into consideration the ability of the area to produce a particular fruit or vegetable of high quality in competition with other producing and processing areas. Determine the products which can be efficiently produced and concentrate on them. The heavy investments in packing plants require available supply of raw materials and if not obtainable, the business fails, and a market is lost. Both grower and processor must make a satisfactory profit.

7. Study ways and means of keeping a steady supply of raw materials going through the plant over as long a period as possible to distribute the overhead over as many pounds as possible in order to compete with plants in other processing areas having 8 to 12 continuous months packing periods. A \$60,000 stand-by overhead of plant equals 6¢ per pound on a one million pound pack.

8. The days of processing surpluses and culls are over. Processors cannot use present high-priced labor on poor materials.

E. Improving relationship between grower, shipper, and processor.

1. Insist that shippers and processors buy on quality or grade basis with appropriate price differential.
2. Call farmers together, explain entire situation, and determine grower's desire for improvement in marketing.
3. Possibilities of auction markets.
4. Giving market analysis and current information on f.o.b. and delivered prices by commodities.
5. Educational work through 4-H clubs.

F. 4-H Club marketing program.

1. To teach grades and packs

- a. Field grading and packing demonstrations
- b. Demonstrations at county and state camps
- c. Contests at county and state camps
- d. 4-H individual and team demonstrations

2. 4-H Club contests

- a. Work with county extension agents in developing a program adapted to their county.
- b. Encourage the use of local curb markets and local retail stores in selling small quantities produced by club members. If production is greater than local market will take, assist in setting up necessary marketing facilities to move produce into wholesale and out-of-state trade.

Sample Contest — Sweet Potato Production and Marketing Contest. Objectives: To teach better production and marketing practices. Eligibility: Any bona fide 4-H Club members, 14 years old or older. Procedure:

1. Set it up on a county or district basis.
2. Half acre minimum acreage.
3. Score 50% on production, 50% on marketing.
4. Scoring production —

- (a) yield per acre by grade
- (b) cost per acre
- (c) specific recommended practices should be followed and scored

5. Scoring marketing
 - (a) grading ability based on federal grades
 - (b) knowledge of federal grades
 - (c) handling and packing
 - (d) complete knowledge of consumer preferences of this commodity
6. Assemble at packing shed or other suitable place
7. Grade and pack
8. Local car of No. 1 grade loaded by 4-H clubbers

Award: Trip for winners to selected terminal market

III. Outlook and Market Information

The peculiarities of fruit and vegetable marketing, such as perishability, seasonality of production, wide variety of products produced, and distribution, emphasize the great importance of outlook information to this industry.

One of the most important phases of a marketing educational program is the assembling, analyzing, and dissemination of outlook information. The marketing economist has the responsibility for presenting both current and seasonal information, as well as trends affecting the long range outlook. This information should include both commodity outlook and general economic conditions which affect these commodities. Attention should also be given to improving the use of daily market information.

Assembling

This phase of a marketing educational program may be accomplished as follows:

1. Establish a working file of current releases from state and federal agencies.
2. Subscribe to economic and agricultural service letters.
3. Subscribe to selected trade papers, journals, and magazines which carry commodity subject matter, trade activities, as well as current market information.

Insofar as possible, the marketing economist should attend national and regional outlook conferences and trade conventions. Extension personnel attending these conferences have an important responsibility in passing this information on to administrative staff, as well as subject matter specialist. The subject matter specialist has the responsibility of disseminating this information to county extension personnel, other agricultural agencies, and farm people.

This necessarily demands a close working relationship with the agricultural statistician, market news offices, experiment stations, and PMA.

Analysis

Analysis and interpretation of outlook information must at all times be accurate^{and} as far as possible conditioned by state and local situations.

The marketing economist should have access to a trained statistician who will assist in assembling graphs, tables, and other basic economic information.

Analysis and interpretation of outlook information should always be conditioned by the medium to be used for dissemination and in light of the audience to whom you are appealing. This frequently necessitates a complete working relationship between the marketing economists and the editorial and radio staffs.

Dissemination

Perhaps the strongest mass medium through which the marketing economist may present outlook economic information is by radio and newspapers.

The use of bulletins, pamphlets, and mimeograph circulars may at times be used to a good advantage among trade groups, bankers, farm, and educational leaders.

The most effective medium in presenting outlook information is by group meetings. This method affords an opportunity to exchange ideas, which permits the clarification of points in question which, through other media, may be left unanswered.

IV. Training Personnel

One of the major problems facing the Extension Service is the lack of trained personnel. The committee thinks that the following recommendations may in some way help alleviate this pressing problem.

1. It is recommended that Directors, Assistant Directors, District Agents, and subject matter specialists become more acquainted with the acute problems in fruit and vegetable marketing. We feel that the Federal Extension Service should impress state administrative staffs with the need for greater emphasis upon marketing and the necessity for trained personnel.
2. It is further recommended that provision be made for in-service training for extension personnel now engaged in marketing. Such training could be provided by the following:
 - a. Annual Federal-State inspection service training schools
 - b. Annual regional subject matter conferences of production and marketing specialists.

- c. A plan be formulated similar to the one now being used by the USDA and United Fresh Fruit and Vegetable Association, designed to train marketing personnel in the marketing of fruits and vegetables to wholesalers and/or retailers.
 - d. More extensive use should be made of organized trips to terminal markets by extension personnel to study marketing methods and procedures.
 - e. Sabbatic leave for advanced study. Graduate courses should be developed to not only teach theories of marketing but also to teach the practices of commercial marketing that are carried on by the trade.
 - f. A committee from extension personnel should develop an outline of subject matter to be taught at undergraduate and graduate level.
3. More training in basic principles and practical aspects of marketing is needed by county extension personnel. This could be accomplished by:
- a. Marketing clinics
 - b. Tours to terminal markets and other shipping areas.
 - c. Training by Federal-State inspectors in grading and standardization.
 - d. Marketing specialist should prepare written material, visual aids, and other teaching devices for training county personnel

This committee realizes that there are other important marketing problems that are not included in this report.

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REPORT OF THE COMMITTEE ON GENERAL CROPS

Cotton Subcommittee

This committee recognizes that there are many marketing problems in all field crops, including cotton, corn, oats, wheat, sugar, rice, soybeans, and forestry products. Cotton and hard red winter wheat were selected by the committee for intensive work and detailed recommendations.

I. Situation

1. There has been a tendency toward a lower average grade of cotton during recent years due largely to changes in harvesting methods, harvesting practices, and varieties.
2. At present there is a wide variation in the weights and wrapping of bales.
3. There is a significant difference in the spinning quality of varieties of cotton and different areas of growth.
4. Cotton in some areas is not marketed on a quality basis.
5. There is an increasing competition for American cotton between synthetics and foreign growth.

II. Problems

1. Grade problems
 - a. Rough harvesting methods
 - (1) Machine harvesting
 - (2) Snapping
 - (3) Rough hand picking
 - b. The condition of the seed cotton delivered to the gin.
 - (1) Moisture
 - (2) Foreign matter
 - (3) Extraneous matter
 - (4) Rocks
 - c. Gin operation
 - d. Old gin machinery
2. Packaging and bale identification problems
 - a. There is a need for a uniform weight bale of cotton weighing between 450 and 550 lb.

- b. A recent survey showed that 25 percent of the 1947 crop was unevenly packed producing rolling bales.
 - c. In 1944-45, $87\frac{1}{2}$ percent of a 12 million dollar fire loss was caused by fire packed bales at the gin.
 - d. Damage to fibers due to improper coated bale ties.
 - e. Damage due to the use of improper marking inks.
 - f. Damage of cotton due to the present wrapping material.
 - g. Need for permanent bale identification as to variety, area, and year of growth.
3. Problems associated with selling by the producer.
- a. Lack of knowledge in some areas of grade and staple.
 - b. Lack of information by producers on the price cotton should sell at, based on quality.
 - c. Failure to understand and use available information on market price and quality factors.
 - d. Lack of buyer competition on many local markets.
4. Problems associated with merchandising
- a. Improve and develop marketing methods and handling practices to better facilitate the identification of cotton according to variety and area of growth, and to merchandise this to mills on the basis of spinning quality.
 - b. The need for and use of information on variety and area of growth, in addition to grade and staple, for use by the merchandising system and the spinners.
 - c. In areas of low cotton production, there is a need for the use of credit until producers can dispose of cotton.

III. Methods of solving problems

1. Grade problem methods

- a. Assembling available data on the advantages of different harvesting practices to obtain improved qualities of cotton for ginning. The production and marketing specialists should cooperatively demonstrate these advantages.
 - (1) Demonstration of proper harvesting methods
 - (2) Additional financial returns for proper harvesting methods

b. Methods for improving seed cotton delivered to the gin

- (1) Method demonstration meetings in communities where the values of proper picking and handling can be shown.

c. Methods for improving gin machinery

- (1) This is a cooperative project between the gin and marketing specialist and will include calling to the attention of growers and ginners the necessity of gin maintenance and improvement. The value of efficient ginning operation will be demonstrated.

2. Packaging and bale identification methods

- a. Develop statistical material on these items, the physical and economic consequences for presentation to group meeting and demonstrations, to bring out these situations for both producers and ginners.

b. Permanent bale identification.

- (1) Selection of communities and gins where these demonstrations should be held.
- (2) To demonstrate the price advantages that can be gained when permanent bale identification is used.
- (3) Demonstrate a practical way of bale identification to point out the advantages to be obtained by producers, handlers, and spinners.

3. Methods associated with selling

- a. Group meetings in counties to acquaint the farmers with the information and services available and how these services can be used. Assist producers in obtaining individual unbiased classification on each bale.
- b. Assist in assembling and disseminating both local and central market news
- c. Encourage group action in selling locally and through cooperatives.
- d. Encourage producers to sell on grade staple and variety and area of growth.

4. Methods associated with merchandising

- a. To encourage and assist the buyer to purchase on grade, staple, variety, and area of growth.

- b. To encourage merchants to assemble large quantities of cotton by variety and areas of growth.
 - c. To encourage the recognition and use by merchants of government classed cotton in accordance with government standards.
 - d. Encourage and assist cooperative action as a local means of competition.
 - e. To assist the warehousing industry in making use of available machines and equipment to bring about increased efficiency and lowering of cost. This is thought to be adaptable to a regional project.
5. Methods associated with the public
- a. To conduct an educational program with the public as to cotton's competition with respect to both quality and price.

IV. Evaluation

Since evaluation is the process for finding out how far the program as carried out has actually produced the desired results, it is thought that a better measure of the methods used could be obtained by formal evaluation, which would include studies with a selected sample to discover the coverage by and response to extension teaching.

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Harrold B. Jones, Tennessee
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REPORT OF THE COMMITTEE ON GENERAL CROPS

Grain Subcommittee

I. Problems

A. Quality:

1. Many problems are due to improper varieties. It is important that better varieties be used as demanded by the consumer trade.
2. The poor quality of grain is due in many cases to improper harvesting, harvesting while wet, green, etc. Too, grain may be damaged by cracking, trash, etc.
3. Often the quality of grain is lowered by improper storage. In many cases, drying is needed. Control of rodents and weevil damage is needed.
4. Mechanical mixing of varieties often lowers the grade. Steps should be taken to keep varieties separated.

B. Markets:

1. In many cases, new market outlets need developing.
2. Most farm operations in the south are on a small basis. It would appear that country markets are needed where the small farmers could concentrate their production.

C. Prices:

1. Farmers should be better acquainted with the economic price structure of grain marketing.
2. In general, grades reflect quality of grain. In turn, quality reflects differentials in price. Farmers should be better acquainted with grades and grading.

D. Transportation:

1. In some instances the freight rate structure is not fair to southern growers and grain manufacturers. These problems should be studied through the marketing program and steps initiated to correct them.

E. Marketing facilities:

1. Marketing facilities in many cases may be inadequate. A study of marketing facilities should be made with the objective of helping handlers adjust facilities for more efficient handling to lower costs.

2. There is a lack of adequate central storage and country elevators for grain in the South. A study of this problem should be made by R.M.A.

F. Regional problems:

1. Storage (mentioned elsewhere)
2. Freight problems (mentioned elsewhere)
3. Quality (mentioned elsewhere)

II. Procedure

- A. The geographic area covered by this project should be small enough to get the job done or at least to permit intensive work.
- B. The general educational phases of the program should be projected with sufficient emphasis to acquaint producers, processors, handlers, dealers and others concerned with problems undertaken in the program.
- C. The program should recognize and include all marketing agencies and groups in operation in the field.
- D. The program should be an extension program, tied in with and properly integrated with other phases of extension work, including other specialists and county workers.
- E. Definite and specific objectives for the immediate year and long-time program should be set forth.

III. Specific methods

A large number of problems have been pointed out in our discussion of grain marketing. We do not believe that a program set up to cover all of these problems would be suitable. Programs should be more specific. In this report we are assuming that problems of quality are most important and the remainder of this discussion deals with a program developed on improving the quality of a particular crop, namely hard red winter wheat in Oklahoma.

1. Contact millers, elevator operators, terminal operators, county agents, and farmers, and present them with problem objectives.
2. Hold conferences with key leaders of all groups in county.
 - a. Present overall project objectives.
 - b. Discuss problems and exchange ideas.
3. Hold meeting of farmers to organize county wheat growers association with officers and working committees.

Functions of this organization will include meetings to discuss all problems of wheat production and marketing. Each member will submit a statement as to the variety wheat he has and the approximate amount he will have for sale. A committee will be selected to approve fields of wheat for seed purposes, in addition to certified growers. Literature will be published, giving a list of seed growers, informing them of meeting dates, etc. The wheat growers will sponsor an annual wheat festival at which time prizes will be given for best samples of wheat submitted, based on grade, and baking test. A wheat king will be selected at each Wheat Show. The organization will sponsor a 4-H Club wheat judging contest at its annual meeting.

A small membership fee will be charged for the purpose of covering items such as postage, advertising, etc.

Through its program of education, advertising, etc., the association will endeavor to assist growers in marketing. In such work the association will serve in a promotional way rather than in actually handling grain.

The association will arrange with the Crop Improvement Association to obtain certified planting seed for its members.

4. Producers should seek a better price for higher quality wheat and in turn millers should be asked to pay for the quality grown.
5. Dates will be made between specialists and county agents for holding 4-H Club meetings for the purpose of stimulating interest in the improved wheat milling projects.
6. County agents will be supplied with subject matter and demonstration materials. This will include pictures, charts, samples, etc.
7. Wheat variety identification schools will be held throughout the state for millers, elevator operators, vocational agricultural teachers, county agents, veteran instructors, and others.
8. In cooperation with production specialist, meetings will be held in the spring season at demonstration plots for the purpose of discussing the characteristics and quality of varieties.
9. Prepare latest developments on wheat outlook and marketing and release it to the press and radio.

IV. Measuring project results

1. It is important that results and progress of the project be measured from time to time.

2. Basic to measuring results is a good survey of the situation at the beginning of the project. Such a survey will be made on farms as to variety as the program is initiated and will be on the basis of recognized survey standards.
3. Collect data on current quality through terminal and inspection points.

V. Cooperating agencies.

1. Extension Service
2. Texas-Okla. Wheat Improvement Association
3. Union Equity Cooperative Exchange
4. Okla. Grain Dealers Association
5. Local elevator superintendent
6. Local wheat miller
7. Oklahoma Crop Improvement Association
8. Grain inspectors and supervisors
9. Vocational agriculture teachers
10. P.M.A.

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REPORT OF THE COMMITTEE ON LIVESTOCK, MEATS AND WOOL

Meat animal production is becoming increasingly important in the South. Of the total animals on farms in the United States on January 1, 1948, the 13 Southern States had 23.8 million head of cattle or 30.3 percent of the U.S. total, 14.1 million head of hogs or 25.6 percent, while stock sheep and lamb numbers totaled 9.5 million head or 31.1 percent of the total.

During the past few years meat animal numbers in the 13 Southern States, with the exception of sheep and lambs have increased while the trend for the United States as a whole has been downward. Basic to this reversal of national trend are several factors. The entire region has a mild climate favorable both to animal and forage production. The long growing season and the development of improved legume and grass crops for both summer and winter grazing are factors in increasing both the efficiency and quality of meat animal production. Shifts in land use and the widespread adoption of soil conservation practices with a larger proportion of the tillable land going into grass and forage production are also factors in the trend to more grazing animals in the area. In some localities throughout the region, competition for labor and high wages is also a factor in the shift to grass land farming and meat animal production.

Generally speaking, the livestock production of the South, with the exception of the western part of Texas and Oklahoma, is widely diversified and scattered. Much of it is produced under relatively small-scale operations on many small farms. This presents problems in assembling, grading and processing not found in most other sections of the nation.

Most of the South continues to be a deficit meat producing area. Industrial development taking place at the present time is resulting in a larger urban population. This will create an increasing demand for meat animal products. Adequate marketing and processing facilities and more efficient methods of marketing of livestock and livestock products are needed in many localities. Therefore, it is essential that a well coordinated and expanded livestock marketing program should be developed and undertaken by the Extension Service in cooperation with other agencies of the producers, handlers and consumers.

PROBLEMS

1. More general use of outlook and market information

The Extension Service has reliable outlook information that will assist farmers in gearing their production to the demand. It takes considerable time to increase the supply of meat animals. Therefore, the farmer should have all available information as soon as we can give it to him.

2. Regulations -- Sanitation -- Service, etc.

The Extension Service should work very closely with all regulatory agencies in the State. Proper educational material on market prices, outlook and production practices should be made available by the Extension Service at all local and terminal marketing centers.

3. More general use of uniform grades and standards on meat animals.

The live grading of meat animals is now ready for practical application. These grades should be publicized to where the farmer can use them in everyday conversation. This would, of course, aid the effectiveness of market news service. Grades of the various classes of livestock should be uniform throughout the country. A choice lamb, for example, in one market should certainly be a choice lamb in any other market.

4. More general use of uniform grades and standards on wool, mohair, hides, etc.

The grades on these products have been sufficiently standardized to permit general use in the trade. Therefore, it behooves the Extension Service to give proper publicity so that the grading will be accepted by both farmers and industry.

5. Orderly marketing of livestock throughout the year

Due to production practices within the area, too great a portion of the livestock moves to market during the late summer and early fall months of the year. With proper marketing information, adapted to the locality, the producer can select classes of livestock to sell when he can realize the greatest profits, making maximum use of summer and winter pasture which has been proven profitable by research. This will result in more orderly and even marketings, thus reducing seasonable shortages and "gluts".

6. More complete market news service

The livestock market news service as now furnished by the Federal-State agencies should be expanded to cover more markets throughout the South. This would result in more radio programs and daily papers carrying daily livestock prices.

7. More information on dressing percent, grades and time of marketing as they affect kill-out costs and margins

The large slaughter houses of the country have plenty of information which would be very valuable to the producer in fitting his production operations to meet the demand.

8. Work closely with industry in finding new uses for animal products

Current illustrations are lard, mohair and low grades of wool.

9. Reduction of shipping and handling losses

The appalling amount of loss from injury and death of livestock in transit to market can be sharply reduced if the producer, carrier and yardman have knowledge of the situation and practice, proper loading, bedding and handling livestock.

10. Local auction sales

Local auction sales have developed with the increase of livestock and packing plants throughout the South. While they offer some definite advantages as alternative market outlets, yet they entail new limitations in problems of a different sort. Small producers are no longer dependent on the traveling livestock buyer. It is the duty of Extension to work with these local sales in attaining uniform weighing services, grades and more adequate sanitary measures. They furnish another practical medium through which educational phases may be conducted on grades, better breeding, pastures and feeding.

11. Use of practical sanitation methods and control of diseases at local assembly points.

Adequate precautionary measures are used in all of the large terminal markets operating under the Stockyards and Packers Act. Little or no control of sanitation is practiced at many of the numerous local auction yards and small assembly points in the South. The Extension Service should work with the service agencies in correcting this situation.

12. Increase the efficiency of operation and reduce waste in local freezer locker plants

Small freezer lockers have grown through the United States to where they now process about 10 percent of the total meat supply. These plants are numerous throughout the South. The Extension Service should provide them with more information on efficient operation, outlook and plans for better marketing of hides and inedible products.

13. Make full use of existing selling agencies and encourage expansion to other areas where needed

This should include working very closely with livestock production and marketing organizations which now have agents in the field for getting buyer and seller together. In establishing new marketing practices all agencies should be given full information on necessity and feasibility of such practices.

14. Consumer education on grades and standards

The grading of meats is generally accepted by processors and handlers, but very little has ever been done by them in informing the housewife on their use. The general idea has always been to keep the housewife in the dark on the product that she is actually buying. Most consumers still purchase meats because their butcher directs their thinking. Meat is one of the largest items in the family food budget, yet most women buy in complete ignorance of quality. The grades are established and reasonably uniform grading is done throughout the country. It is Extension's responsibility to inform the housewife of the grades as they are set up.

15. Assist research workers in determining problems confronting the industry in prepackaging in marketing of meat

Through consumer channels Extension Service can render the industry a great service in conveying to the research department the problems of the housewife. It is thought that prepackaged meat could reduce marketing costs.

OBJECTIVE

1. To carry economic information in the marketing, processing, and distributing of livestock and livestock products to producers, handlers, and consumers.
2. To develop active educational programs to carry out this objective.

How to accomplish the job.

1. Analyze the problem
 - a. What are the needs
 - b. Resources available to work with
 - c. Goals to be reached
2. Secure the cooperation of individuals and all agencies concerned
 - a. Extension, research and other agencies
 - b. Producers
 - c. Handlers and distributors
 - d. Consumers
3. Study and analyze the necessary means and ways for carrying out the problems outlined, and others as they develop.
 - a. Educational programs
 1. organization literature
 2. market information
 3. outlook information
 4. demonstration where applicable
 5. 4-H Club demonstrations
 - b. How to do it
 1. general meetings
 2. personal contacts
 3. conferences
 4. radio and television
 5. news articles
 6. discussion groups
 7. tours to various marketing facilities for demonstration
 8. committees, local, state or regional
 9. 4-H Club demonstrations

EVALUATION

The very nature of livestock in the South makes evaluation difficult. The large variation in marketing problems of the large rancher in Texas and Oklahoma and the small mountain farmer of the Appalachian area presents problems too numerous to mention. In order to evaluate a program you must have some similarity of problems. Therefore, in evaluating by statistical methods like areas should be grouped.

The best evaluation of any extension program is the general acceptance of the recommended practice. If producer and consumer accept livestock meat grades then the program is worthwhile. This acceptance could best be measured by taking a survey at the beginning of the project and at a specified later date. Surveys can be made with farmers, trade outlets and consumers, or through their organizations. If the trade accepts a new practice in marketing then you can be sure either the buyer or seller has shown a demand for it. For instance, if more stores begin selling graded products you can be reasonably sure that housewives want it that way.

EXAMPLE OF LIVESTOCK MARKET SCHOOLS AND CLINICS*

One of the newer techniques employed in Oklahoma to interest producers and the trade in livestock production and market information is the annual two-day livestock marketing clinic. This clinic in its fifth year of operation is sponsored by the Oklahoma City Livestock Clinic Committee and the Oklahoma Extension Service. Practically every agency interested in livestock education is represented on the committee. A lot of the time of the Extension specialist and the committee is spent during the year in developing the details of the clinic program. The program in 1947 was featured by an outlook talk and discussion by Charles Burmeister of the Livestock Branch, Production and Marketing Administration, and by representatives from two major packing companies, who put on slaughter and cut-out demonstrations for slaughtered steers and hogs. These men also made talks on merchandising and consumption of various grades of meat.

The first day's program started with the outlook talk. Later in the morning the group was taken to the stockyard pens to inspect and grade slaughter steers. These steers after grading and inspection were weighed and slaughtered. The second day the graded carcasses were examined in the coolers. Members of the clinic were given the dressing percentage on the animals and cut-out data for the various carcasses. An added feature, while in the coolers, was to inspect carcass for bruising in transit and specimens of offal for internal parasites.

The same information was secured on three or four hogs of different types. The dressing percentage and cut-out values of every carcass were determined and discussed with the group.

* This program is suggested as a possibility for use in other Southern States.

County agents from throughout the state came to this clinic with livestock producers and local market operators. The attendance ranged from 200 to 800 interested leaders and producers.

Another market feature is the two-day adult lamb and wool school and show. The livestock industry at the Oklahoma City market also sponsors this school. The procedure is about the same as with the livestock clinic except that only lambs are studied. This school is in its tenth year.

A premium list and score card is prepared by the committee about the first of the year. The date for the school is set about this time. Adult producers exhibit five market lambs of either the light or heavy weights. These lambs are to be docked and castrated but not fitted to show. The lamb and wool school is held in the late spring, while the livestock market clinic is held in the fall.

The story of both of these projects is carried in the local papers and by the Associated Press throughout the state, thereby interesting a large number of consumers in the purchase of lamb. It is also given publicity on radio programs.

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REPORT OF THE COMMITTEE ON POULTRY AND POULTRY PRODUCTS

To do effective extension marketing work in the field of poultry and poultry products, it is necessary that we work with and maintain the confidence of producers, consumers, and handlers of these products. Marketing problems encountered by each of these groups are, in many instances, common to all. In many cases, each group has problems affecting it alone. Because of the diversity of problems in each of these groups and the effect of these problems on the successful marketing of the products, it becomes necessary for the extension marketing personnel to work with the groups individually and jointly.

SITUATION

Eggs are one of the basic foods and poultry meats are important items in the diet of our daily menus. Some of the states in the Southern region produce a surplus of these commodities throughout the year and others only seasonal surpluses or no surplus at all in some commodities. Eggs and poultry are perishable, therefore, maintenance of quality is a major problem.

In most of the states, seasonal variation in production of eggs is a major problem. Low quality and small volume are other problems in the field of marketing poultry and poultry products.

A lack of service firms or the unwillingness of these firms to buy these commodities at any price is a problem in some areas at certain seasons of the year.

The consumption of poultry and poultry products is at a high level at this time and is likely to remain high so long as there is a high level of income and competitive foods such as red meat and other protein foods are scarce. This presents a problem, however, when income levels drop or competitive foods become more plentiful and the price is lowered.

There is a shortage of trained personnel to do poultry marketing. This makes the job even more difficult for those now engaged in poultry marketing.

The problem of measuring results is still another factor in our daily work. An accurate analysis of our efforts and accomplishments will do much to make the marketing programs most effective throughout the years.

There are certain production practices which influence the marketing of poultry and poultry products. This committee will consider only the problems in the activities necessary after farm production on the way to the consumer. Some of the more important of these activities are:

- | | |
|----------------|-----------------|
| 1. Assembling | 2. Grading |
| 3. Packaging | 4. Processing |
| 5. Storing | 6. Transporting |
| 7. Advertising | 8. Distributing |
| 9. Financing | |

The following states are included in the southern region: Alabama, Arkansas, Georgia, Florida, Kentucky, Louisiana, Mississippi, Oklahoma, North Carolina, South Carolina, Tennessee, Texas, and Virginia. The problems confronting each of these states will vary, and specific practices to bring about a solution will vary even more than the problems.

While there are a few large units of production of these commodities in the southern region, an exceptionally high percentage comes from small units. This condition is one of the major reasons for the low quality of these products reaching the markets.

Since many of these problems are common to two or more of these states, this committee recognizes the responsibility of Extension in cooperating with research and industry in planning regional projects. Some of these problems are:

1. Price variance in egg color.
2. Need for year-round turkey merchandising.
3. Consumers' lack of knowledge of terminology.
4. Loss in quality from producer to consumer.
5. Processing and packaging broilers.
6. Needs for improvement in market news service.

OBJECTIVES

To develop and demonstrate procedures which would enable the consumer to receive poultry and poultry products of higher quality and which would result in less loss of poultry and poultry products for the producers, consumers, and handlers.

To enable producers to receive more for high quality eggs than for current receipts, also receive more for high quality chickens and turkeys than is generally being paid under present marketing practices.

To market an ever increasing higher percentage of top quality poultry and poultry products and thereby create a stronger demand.

To use research information available to improve the methods of selling, buying, using, and serving poultry and poultry products.

To develop more efficiency in the processing, packaging, storing, transportation, and distribution.

PLANS

Marketing work on the many different projects should be attacked on an area basis. The area may vary in size from one community to several counties. To determine the need and aid in the development of a marketing project in a given area, a complete survey should be made. This survey should be of such a nature that would determine essential facts, such as:

1. What is to be marketed:
Production area included
Units to be marketed: hens, pullets, market eggs, hatching eggs,
number, breed.
Size of flocks or production units.

2. When supplies are to be sold:
Seasonality of supplies
Age of birds
3. Marketing channels to be used:
Available outlets: buying stations, processing plants
Distance to each, and capacity
Marketing practices used
trucked elsewhere; processed locally
Transportation services available.

Producers' satisfaction with present market outlets.

4. Sales area to be serviced:
Population
Per capita consumption
Present sources of supply.
Problems involved in acquiring greater share of market

From the complete survey a study is made in order to form a program of attack on problems as indicated in the situation. The program of attack may be further developed by the use of the following techniques.

Demonstration

Method and result demonstrations are the best means of correcting many of the problems involved in the marketing process. This procedure creates interest of those connected with the poultry industry and those using the products. This method of teaching lends itself to the many individual differences found in those people sponsoring the program and those who are receiving benefits from the activities in the area.

Tours

Tours can be one of the most effective techniques in extension marketing work. They should be used in furthering the marketing program with service, producer and consumer groups. Tours can be used to promote better understanding by the people in each group of the marketing activity in which he is involved and can also acquaint him with the entire marketing process.

Reduce seasonal variations

Every possible means should be used to reduce seasonal variations since this is a major marketing problem. A more even supply of poultry and poultry products is made available throughout the year.

Radio

Probably more people are reached through radio in a short length of time and with a minimum of effort on the part of the user than with any other tool available to the extension worker.

Some phases of the marketing program require that the people concerned be contacted as soon as possible (i.e., market reports); the radio is invaluable for this type of service.

In the past, the radio has been used principally to give results, current reports, information, etc. Now as television becomes available, some method demonstrations can be given to the public through that medium.

Press

The press is one of the best tools through which information about marketing activities can be disseminated to the public. Do not write the articles as advertisements, but rather as informative material with reader appeal. Do not overlook the personnel representing the press when activities are planned. They should also be kept informed of progress.

Train Personnel

It will take some patience and time to train personnel to assist in the marketing activities, but it is a must if the success you hope for is to be attained. Training should be thorough and not half done. While it is time-consuming for a short period, it will save much of the teacher's time later. It will also stimulate the interest of more people who make many contacts each day.

Bulletins, leaflets, and circulars.

When bulletins, leaflets, and circulars are available, that clearly illustrate and describe the activities involved in the marketing work, they are most useful. They will answer many questions in the minds of those interested. When used correctly, they will save time and money in teaching many of the approved practices you wish them to use.

Analyze program

Program analysis is essential to obtain a clear understanding of what is to be done. It is also necessary if improvements are to be made before and after activities begin.

Conferences

Small group conferences are usually effective in promoting activities in connection with the marketing work. More discussion and individual participation can be obtained than with large crowds which usually come to meetings. They will require less time and they can be held at the point of interest. More study and effective planning can usually be accomplished. These conferences will need to be held with producer, handler, and consumer groups. In some instances, they may be members of each group in the conference.

Supply research data

Producers, handlers, and consumers are interested in research data as it applies to them when using or working with poultry and poultry products. Be sure they are furnished this information in a form easily understood. It is also important that it can be used to further promote their interest and activity. Interpret and adapt the data to meet their local situations.

Make available the observation of efficient practices

When at all possible make available efficient practices for the participants to study. The producers, handlers, and consumers alike will want to see such things as facilities, packing, grading, processing, and many other practices necessary in efficient marketing. They will also be interested in large volume operation and selling.

Personal contacts

The use of personal contacts is probably the most expensive and takes more time than any other method of promoting the marketing activities. This should not keep the practice from being used extensively for it is one of the most effective methods of getting good practices accepted. The number of contacts will depend upon personnel available and the amount of time they have for the work to be done.

Visual Aids

Visual aids are a tool which aid materially in teaching improved practices. When it is possible, develop these aids from recommended practices in the immediate area. They will be more readily received and of much more interest to the people you are wanting to impress. Colored slides have most appeal, but black and white will be acceptable.

If slides or film strip are not available pictures or drawings will help.

Personal letters

Personal letters are time-consuming and expensive. It is also a slow method through which a large number of people may be reached. It is, nevertheless, an effective measure when certain conditions and needs arise in the furtherance of the work.

Provide leadership

Leadership is an important factor in the success of marketing activities. It is not intended that Extension Service personnel furnish all the leadership. When the need arises, leaders should be trained and given responsibilities in connection with the marketing programs and activities.

4-H Club members' marketing activities

It is recommended that 4-H poultry club members participate in all marketing programs when possible. If they cannot participate in existing marketing programs, it may become necessary to develop marketing programs for their participation.

Special markets such as the sale of their show entries may be used when it will assist in completing their club demonstrations and give them additional training. It may also give them an incentive to further their club activities.

Outlook

A thorough and complete study of available material pretraining to outlook should be made on each product being considered. This should be made at the beginning and also at intervals throughout the duration of the project. If no project is outlined, a report on the outlook of any product is helpful when giving assistance.

Market quotation

The use of market quotations is helpful when they are applicable to the product. They must also be correctly interpreted when using them for any commodity. There is a need for quotations that will be more applicable to the many localities some distance from the terminal markets. This may require a thorough study of locations from which prices are quoted. There may be other locations which would more nearly portray the local situation with respect to prices being paid for certain grades.

Cooperating agencies and organizations, etc.

Agencies and organizations with which Extension Service may cooperate to further the marketing activities with relation to poultry and poultry products include:

1. State departments of agriculture agencies
2. U.S. Department of Agriculture
3. General farm organizations
4. National and state trade organizations
5. Private companies
6. Trade press
7. Cooperatives
8. State agricultural experiment stations
9. State health department
10. Pure Food & Drug Administration
11. Related industries
12. Commodity associations

EVALUATION

Evaluation of projects and efforts in connection with any marketing activities is essential. Some of the important evaluations are:-

1. Degree and efficiency of organization with relation to project and activities.
2. Degree of acceptance and utilization of new recommended practices.
3. The extent to which new facilities are made available.

4. The extent to which present facilities are improved.
5. To what extent are available outlets fully utilized.
6. Measurement of changes in trade practices.
7. Measurement of changes in consumer acceptance.
8. Measure the changes occurring in the actions of producers, handlers, and consumers.
9. Amount of cooperative effort on the part of producers, handlers, and consumers.
10. The degree of increased participation by producers, handlers, and consumers.
11. If research information is available to what extent is it analyzed and used?
12. Are the marketing activities returning greater monetary returns to producers, handlers, and consumers?
13. Are the marketing activities utilizing maximum cooperative efforts of all agencies and organizations which are in a position to assist?

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REPORT OF THE COMMITTEE ON COOPERATIVE MARKETING AND PURCHASING

Introduction

A discussion of extension work with farmers' cooperatives is appropriate in planning a more comprehensive marketing education program. Work with and for producers' associations will continue to be an important element in future marketing education. This is true because:

1. Cooperatives have proven an effective means of improving the services rendered by the marketing system.
2. Legislation, regulations and appropriations, both Federal and State, over a 30-year period have established a public policy of encouraging and fostering cooperative organization of agricultural producers.
3. Over many years the Extension Service has done much work to educate farmers about cooperatives and to aid them in getting associations established.

SCOPE OF THE PROBLEM

Agricultural cooperation is well established in the Southern States and Puerto Rico with more than one farm family out of every two being served by cooperative enterprises which they have participated in forming as a means of improving their economic and social position. These self-help cooperatives, established under our free enterprise and capitalistic system, relate to almost every phase of farm operation and farm family living. For illustrative purposes, we divide them into three major groups: 1/

I. Cooperatives that improve the efficiency of production practices:

- Soil, livestock, dairy, and crop improvement associations
- Artificial breeding associations
- Plant breeding associations
- Grove care associations
- Hatcheries

Cooperatives purchasing farm supplies for farm production such as:

- Fertilizer and insecticides
- Seed and feed
- Farm building and maintenance materials
- Farm machinery, equipment and supplies
- Containers and packaging materials
- Petroleum and other fuels

(1/ This classification is arbitrary as there is some overlapping.)

II. Cooperatives that improve marketing procedures, practices and facilities designed to better prepare and move farm products toward the consumer, such as:

Cotton gins, compresses, warehouses, and marketing associations
Oil Mills (cottonseed, soybeans, peanuts, and other nuts)
Fruit and vegetable processing and marketing associations
Poultry and egg marketing associations
Dairy processing and marketing associations
Tobacco warehouse marketing and processing associations
Rice, sugar, coffee and vanilla processing and marketing associations
Wool and mohair marketing associations (auction and commission)
Livestock packing processing and marketing associations
Grain marketing, warehousing, and processing associations
Forest products associations
Farmers' and farm women's markets
Handicraft marketing associations
Miscellaneous products marketing associations

III. Associations that raise the efficiency of the farm enterprises and the standards of farm family living, such as:

Credit associations: national farm loan associations, production credit associations, credit unions
Insurance associations: fire, livestock, automobile, life, other forms
Frozen food lockers
Rural electrification associations
Health and hospitalization associations
Home landscaping and beautification associations
Community centers and meeting places

Although much has been accomplished in setting up and operating the types of associations classified above, their accomplishments are limited by:

1. Limited knowledge of rural people on cooperative principles, procedures, practices, and possibilities.
2. Inadequately trained management (including boards of directors) and personnel
3. Inadequate financial plans, structure, and support.

The Extension Service has an opportunity and a responsibility to further assist these self-help groups of farmers through its recognized educational and demonstrational procedures. It has long been appreciated by Extension workers that educational and demonstrational work can be done most effectively by working with groups of farmers who are interested in the solution of common problems, and that in many instances the achievement of the most desirable results in Extension work requires the participation of groups of farmers in carrying out worthwhile programs.

In developing programs for cooperative education it is contemplated that assistance will be available under the Research and Marketing Act in conducting appropriate Extension activities.

THE ROLE OF EXTENSION WORKERS IN COOPERATIVE EDUCATION 2/

In developing an effective program for cooperatives, leaders will need to consider all essential factors. Among these are:

I. Types of information required by the groups to be reached; II. Who should participate in Extension education programs for cooperatives; III. Ways of conducting Extension education for cooperatives.

1. Types of information required by the groups to be reached

A. The following information is needed for all of the groups to be reached in Extension education -- members, non-members, young people, boards of directors, general public, etc.

1. Information on the economic role of agricultural cooperatives.
2. Information on the basic principles and practices of agricultural cooperatives.
3. Information on how cooperatives can be made more effective, such as on:
 - a. Legal set-up (articles and bylaws)
 - b. Records, budgets, financial statements and reports
 - c. Members' and directors' obligations and responsibilities

B. In addition, specific information as indicated is necessary for each of the following groups:

1. Management (Boards of Directors, Officers, Managers, and Employees)

- a. On relationship of members - directors - managers
- b. On organizations and operation principles and procedures

2. County agents and vocational teachers

- a. Information under management as given in A above.
- b. Desirable methods of carrying on educational activities relating to cooperatives (county agents, vocational agriculture teachers, specialists, and cooperatives)

(2/ See also "Report of a Workshop of College Teachers and Extension Specialists on the Educational Problems and Possibilities in the Field of Cooperation" prepared by the Educational Committee of the American Institute of Cooperation, August 31, 1948, Amherst, Mass.)

3. 4-H Clubs - Sponsor junior cooperatives in order to train club members in sound methods of cooperative organization and operation.
4. Service groups - Dealers, handlers, retailers, and consumer groups need correct information on the economic and social role of farmers cooperatives.

II. Who should participate in Extension education program for cooperatives

In the development and achievement of a long-range program for cooperative education, a variety of agencies can make substantial contributions. The list of such participants may include the following as well as cooperative organizations themselves:

1. Extension economists, home economics specialists, and production specialists
2. District and state Extension supervisors, Federal extension workers, county farm and home agents
3. County Extension program committees
4. Vocational agriculture teachers
5. State department of agriculture (marketing commissions, bureaus, etc)
6. Cooperative Research and Service Division (Farm Credit Administration)
7. Banks for Cooperatives (Farm Credit Administration)
8. Other agencies of U.S. Department of Agriculture (Bureau of Agricultural Economics, Production and Marketing Administration, etc.)
9. American Institute of Cooperation
10. National Council of Farmer Cooperatives
11. State and county cooperative councils
12. General farm organizations

III. Ways of Conducting Extension education for cooperatives

One of the first steps in conducting Extension education for cooperatives is to establish a working relationship with them. Long-range programs should be adopted.

- A. Effective Extension education for cooperatives requires knowledge and training on the part of Extension workers. Some of the ways this may be obtained are:

1. Regular courses in the college curricula for both undergraduates and graduate students.
2. Special schools or short courses on cooperation for all state-office Extension workers.
3. Special training schools on and off the campus for county agents and vocational agriculture teachers.
4. Leave for graduate study by Extension workers.
5. Attendance at American Institute of Cooperation.
6. Maintaining close contact with one or more cooperatives, preferably as a member.

B. Bringing Extension education to cooperatives and to others may include the following types of meetings or programs:

1. Meetings where cooperatives are being organized.
2. Annual and special meetings of cooperative members.
3. Board meetings of cooperative associations.
4. Cooperative educational committees.
5. District conferences or short courses of directors, officers, and managers of cooperatives.
 - a. In the field.
 - b. On the college campus (with or without resident staff)
6. Training schools for employees or cooperatives.
7. Cooperative clinics.
8. Public speaking contests.
9. Discussion groups of non-member farmers.
10. Service clubs and other meetings of the general public.

C. Conducting educational programs on cooperatives calls for the preparation and use of informational helps adapted to the local or area situation. They may include:

1. Circulars, pamphlets and other publications providing the information needed by each of the groups to be reached.
2. Motion pictures, film strips and other visual aids.

D. Other recognized methods of Extension education are also used, such as radio, news releases, tours, and method and result demonstrations.

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APPRAISAL OF THE SOUTHERN EXTENSION MARKETING CONFERENCE BY PARTICIPANTS

In order to evaluate the effectiveness of this conference and the methods and procedures used, a short questionnaire containing four questions was circulated among the participants at the close of the conference. Thirty-two replies were received. The questions are listed below and the replies are summarized as follows:

1. What is the most useful idea you are taking away from this conference?

Replies are grouped under the following main ideas:

A better understanding of the scope of the extension marketing field.	14 replies
New and improved Extension methods and techniques.	11 "
Cooperation with other specialists and cooperation with all agencies including 4-H Clubs.	6 "
Opportunity afforded for Extension marketing work under RMA projects.	5 "
That Extension marketing work must deal with producers, service groups, handlers, and consumers.	2 "

2. Did you know about this idea before the conference?

To this question, 21 answered "yes" and 10 "no."

3. What changes occurred at this conference in your thinking about this idea?

Seventeen indicated a strengthening of the idea, while 7 indicated a broadened vision. The realization that problems of consumer groups were equally important with producers, was named by 6 persons, while 3 replies indicated that they received new idea on methods of presenting information.

4. Name the features or parts of this conference you liked best?

Replies are grouped under the more popular features as follows:

Discussion and working groups.	25 replies
Cooperativeness of group members and consultants	8 "
Good division of time between general meetings and working groups.	5 "
The information which was available.	5 "
Reports from the States.	5 "
Opportunity for self-expression.	3 "
Short-to-the-point talks.	3 "
Opportunity to see the whole program.	2 "
Grouping of like interests in working groups.	2 "

REPORT OF THE COMMITTEE ON THE
BY ADDITION

In order to evaluate the effectiveness of this committee and the
methods and procedures used, a short questionnaire containing four items
was distributed among the participants at the close of the conference.
The questionnaire was as follows:

1. How much time was spent on the subject?
2. How much time was spent on the subject?
3. How much time was spent on the subject?
4. How much time was spent on the subject?
5. How much time was spent on the subject?
6. How much time was spent on the subject?
7. How much time was spent on the subject?
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9. How much time was spent on the subject?
10. How much time was spent on the subject?

REPORT OF
SOUTHERN EXTENSION
MARKETING CONFERENCE